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ABSTRACT

A random sample of 3,847 residents of Orange County (California) were contacted during fall 1974 for the purposes of assessing the county's public television (PBS) viewing habits and the general awareness of and interest in televised courses for credit. This survey, conducted in the interest of KOCE, a public UHF station owned and operated by the Coast Community College District, follows a similar survey conducted in the fall of 1973 (see ED 091 015). The broad areas covered in the survey are: (1) demographic characteristics of Orange County residents; (2) public TV viewing habits; (3) quality of UHF reception; (4) number of TV sets in the household; (5) the extent of subscription to cable TV; (6) hours of daily TV set operation; (7) personal characteristics of the KOCE viewing audience; (8) the names of PBS programs actually mentioned; (9) reactions to television courses; (10) suggestions for additional television courses; and (11) the responses of the Spanish-speaking audience. Appendices include 42 tables of data, the questionnaire, and the summary and questionnaire from the 1973 survey. (LO)

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KOCE-TV

NEEDS-ASSESSMENT SURVEYS

AUDIENCE ANALYSIS TELEPHONE SURVEY

OFFICE OF EDUCATIONAL PLANNING & DEVELOPMENT

AUGUST, 1975

● ORANGE COAST COLLEGE
COSTA MESA

● GOLDEN WEST COLLEGE
HUNTINGTON BEACH

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PREFACE

This report describes the proceedings and results of the final portion of a research project funded by the Corporation for Public Broadcasting to determine the educational and public service needs of the service area of KOCE, a public UHF television station owned and operated by Coast Community College District. This portion presents the findings of the second telephone canvass, conducted in fall 1974, of the Orange County, California population.

The summary, found on pages ii through vii, provides the essence of the findings of this audience analysis telephone survey.

We are grateful to a number of people for their assistance in preparing this report: to Richard Mercer, who provided both the facilities and programming necessary to process the data; to Jean Dudley and Jackie Barber for their help in ordering and summarizing needed material; and to Ruth Weinstein for her editorial ability. Finally, our sincere thanks are given to the Corporation for Public Broadcasting, in particular, Jack Lyle, Director of Communications Research, for their interest and support.

For additional information about the project, please contact Bernard J. Luskin, Vice Chancellor, Office of Educational Planning and Development, Coast Community College District, 1370 Adams Avenue, Costa Mesa, California, 92626.

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Summary of Findings

A random sample of 3,847 telephone subscribers in Orange County, California, was contacted during fall, 1974, in the second Audience Analysis Telephone Survey. The purpose of this part of the KOCE Needs Assessment project was to continue gathering data: (1) on the nature of the county's television viewing habits with respect to public TV and (2) on awareness of and interest in televised college courses for credit.

Comparison of the 1974 sample with 1974 projected population figures found it to be geographically representative. Because fall, 1974, was nearly midway through census gathering years and some of our demographic data was gathered in categories more specific than those used in the 1970 Census, we did not attempt to verify the representativeness of our sample to the extent the 1973 sample was. Where appropriate, information obtained in 1974 is compared to that from 1973. The following summarizes information gathered through telephone interviews with the respondent group.

1. Demographics

   Geographic distribution of demographic information found heads of respondent households who live in northern and southern Orange County to be better educated and more likely to have occupations of a professional nature than those in other areas of the county.

   Nearly half of the heads of respondent households were in their 30s and 40s. Nearly two-thirds of all respondents were married. More households contacted in 1974 have children under the age of 18 (52 percent compared with 46 percent of the previous survey).

2. Public Television Viewing in Orange County

   a) *Identification of PBS Stations*

   The proportion of respondents in 1974 who said they could identify a public television station increased at a rate of 10 percent--from 48.9 percent in 1973 to 53.6 percent in 1974. There was also a decrease in the percentage of incorrect PBS station identification, which suggests a lessening of confusion on the part of the viewing public between the terms *public television* and *UHF station*.

   Identification of either KOCE or KCET alone was less frequent in 1974. The proportion of respondents who named both stations, however, increased nearly 88 percent.

   There continue to be no important differences based on the sex of the respondent in ability to identify a PBS station.

   More residents of southern, northern, and north coastal Orange County were able to identify a PBS station; proportionately fewer in the east and west central areas were able to do so.

   Geographic distribution of the response regarding ability to receive UHF in the home showed that fewer respondents (70.9 percent) in southern Orange County can receive UHF. Over 80 percent of the rest of the sample said they are able to get this frequency.

Ability to receive UHF seems to have little bearing on ability to identify a PBS station: More south county residents, fewer of whom get UHF, named a PBS station. More important is the presence of a college background; geographic regions that ranked highest in frequency of identification of PBS stations also were highest in the frequency with which some college was part of the head of household's educational background.

b) *Viewing on PBS Stations*

More respondents *view* KOCE and KCET than are able to identify them. PBS viewing by PBS identifiers is proportionately greater than by those unable to identify a PBS station. Four-fifths of the respondents who named KOCE also watch the station. Nine in every ten who identified KCET view that station as well. Nearly 90 percent of all PBS identifiers have watched KCET.

Comparison of response from both surveys indicates that not only is the Orange County audience for each PBS station growing but that there is an increase in the number of viewers who watch *both* KOCE and KCET as well.

3. Quality of UHF Reception

When asked to compare their level of UHF reception with that for VHF, the majority of respondents (60 percent) said they received VHF stations more clearly. The proportion of respondents (26 percent) who said there is no difference in reception level between the two frequencies represents an increase of nearly 19 percent over the proportion of the previous sample.

When asked to compare quality of reception between the respective PBS stations and other, frequently watched channels, a majority of viewers of both KOCE and KCET said their reception was as good. Quality of reception for KOCE was perceived as poorer (than that for other stations watched) most often by residents in west Orange County.

4. Number of TV Sets in Household

Slightly more than half the households sampled continue to own more than one television set. More PBS viewing households (57.7 percent) have in excess of one TV set than do households that do not view PBS (46.0 percent).

5. Cable Subscription

Although the frequency of response regarding cable subscription more than doubled in 1974, examination of the actual availability of cable service led us to these conclusions: (1) Southern Orange County is the only area in which there was a real increase in the number of subscribing households; and (2) There are a small but fairly widespread number of people who are confused as to the nature of cable service.

6. Hours of Daily TV Set Operation

Respondents in 1974 do not operate their TV sets as many hours during the average viewing day as did respondents in 1973. Whatever the reasons involved, ownership of fewer television sets is not among them. Respondents who view PBS stations operate their sets more hours during the day than do those who do not view PBS.

7. The KOCE Viewing Audience

Slightly more than 22 percent of the 2,873 respondents contacted in 1973 said they had viewed at least one program on KOCE. In 1974, 27.6 percent of the 3,847 respondents had done so.

Proportionately more KOCE viewers contacted in 1974 are located in the north, north coastal, and southern Santa Ana/northern Costa Mesa areas of Orange County. The regions designated as North Coast and S. Santa Ana/N. Costa Mesa are within the Coast Community College District.

Areas in which the proportion of KOCE viewers is less than that of the general population are southern and west central Orange County. The remainder of the county--the east central and western regions--have a KOCE viewing audience proportionate to the general population.

In 1973 more respondents who viewed KOCE said there was no difference in reception level between UHF and VHF than did nonviewers of the station. In 1974, while there was an increase in the proportion of the entire sample which said no difference, the percentage of KOCE viewers to say this continued to be greater than that for nonviewers.

KOCE viewers continue to operate their TV sets longer than do both nonviewers of the station or respondents who watch no PBS stations. This could be explained by the fact that proportionately more KOCE viewing respondents have more than one TV set. In addition, proportionately more PBS viewing households (51 percent) have children under the age of 18 than do non-PBS viewing households (32 percent).

Proportionately more PBS viewing heads of households (and those of KOCE viewers in particular) have some college in their educational background: 64.8 percent compared with 45.5 percent of the nonviewing heads of households. The same is true with regard to the proportion of household heads whose occupations are those of a professional nature: PBS viewers are nearly twice as likely to be in this category.

Sixty-two percent of the KOCE viewers sampled in 1974 regard a newspaper--whether alone or with other media--as a major source of Orange County news. This figure may be compared with 55.3 percent of the respondents who do not view KOCE. Proportionately more KOCE viewers than nonviewers from both surveys mentioned a newspaper as an important source of local information, but response in this category is less frequent for both groups in 1974. Mention

of television is up 26.5 percent. Sixty percent of all PBS viewing respondents cited this medium compared with 50 percent of the nonviewers.

The most marked difference in response occurs when frequencies are distributed between PBS viewers and nonviewers of PBS rather than between KOCE viewers and nonviewers of KOCE. Through the broader division of response, a more distinct profile of the public television audience is emerging.

8. PBS Program Mentions

Proportionately more respondents continue to name more programs seen on KCET than on KOCE. The Los Angeles station continues to be seen more as a source of children's programming than does KOCE. On KCET mention of children's programs constituted 37 percent of all programs identified as having been seen on that station. This type of programming represented 11.4 percent of all programs mentioned in connection with KOCE. Even though children's fare was mentioned less often by 1974 respondents for both stations, KCET-related mentions remain twice as frequent as do those for KOCE.

In the area of educational programming frequency of KOCE-related mentions increased by nearly 25 percent. In 1974 over one-third of all programs cited as seen on KOCE belong in this category. Slightly more than 5 percent of all programs mentioned for KCET are so labeled.

Even though there has been a percentage decrease (11.7) for program mentions in the "Public Relations/Documentaries" category on KOCE and an increase for those on KCET, proportionately more of this kind of programming was still cited for KOCE.

Programs mentioned by either sample cannot be compared with programming actually scheduled during the times of the surveys because respondents were not asked to confine their answers by any specific limitations in time. Quarterly summaries of KOCE's broadcast schedule, however, show that between fall, 1973, and fall, 1974, educational programs occupied 80 percent of the station's airtime--a 68 percent rate of increase over the amount of educational programming available during the same period the previous year. Conversely, programming devoted to public affairs has decreased.

9. Television Courses

Thirty-eight percent of the 1974 sample indicated they knew about television courses, a 24.8 percent rate of increase over the 1973 response. Nearly one-fourth of all the respondents who were aware of TV courses heard about them through a mailed brochure. The frequency of response for this source of information increased in 1974 at a rate of 245 percent. Mention of newspapers decreased in 1974: 26 percent compared with 38 percent in 1973 cited this source. Approximately 17 percent of all who know of the courses continue to hear about them first from friends. Slightly less

than this proportion of both samples said television made them aware.

Occupant brochures were cited as initial sources of information about television courses most frequently in areas at least partially included within Coast Community College District (South County, North Coast, West Central, and S. Santa Ana/N. Costa Mesa).

More respondents identified as PBS viewers were aware of TV sources than were nonviewers of PBS (43 percent vs. 27.6 percent). Within the PBS viewing group, proportionately more KOCE viewers know about televised courses.

Pursuing an interest in identifying characteristics of potential TV course enrollees, we compared several of their responses with those of the sample who were not interested in enrollment and those who were undecided. From the data obtained, we can make the following observations:

Interest in taking TV courses increases with the number of hours that the television is operating in respondents' households.

Interest in taking TV courses is influenced by previous exposure to viewing (at least part of) a television course. Those having viewed are twice as likely to be interested in enrollment.

Proportionately more of the respondents who had seen parts of courses produced by Coast Community College District indicated an interest in future enrollment than did those who had seen consortium-produced courses. Findings from other reports within the KOCE Needs Assessment series support the more favorable impression given by District-designed courses.

Of the majority of the sample who view PBS stations (70.3 percent), more than a fourth indicated an interest in enrollment and an additional 30 percent were undecided. More than half of those who do not view PBS said they were not interested in TV courses. Within the PBS viewing group, proportionately more KOCE viewers expressed interest.

Respondents having from 13 to 14 years of school are more likely to be interested in TV courses. Interest tends to decrease as respondents' levels of education increase. The presence of a college student in the household seems to have a slight influence on respondent willingness to enroll in a TV course.

Persons who are retired show the least interest in future enrollment. The attitude of most respondents toward television courses cannot be differentiated by their occupations. Homemakers as a group expressed interest with exactly the same frequency as "all other respondents," i.e., non-homemakers.

10. Suggested Television Courses

Requests for courses within the discipline of the social sciences were less frequent in the 1974 survey: 18.6 percent vs. 28.4 percent in the previous sample. Nearly two in every five course

suggestions concern subjects in the fine or applied arts. Slightly fewer requests for literature or language courses were recorded (12.5 percent of all suggestions) than were recorded the previous year (14.2 percent of all suggestions). One in ten requests continued to concern the physical sciences or mathematics, and suggestions for courses in business rose from 8.9 percent to 10.3 percent.

11. Target Populations

The responses of the 45 Spanish-speaking people with whom we spoke were looked at separately. Our Spanish-speaking sample was qualified in that its geographic distribution was not particularly representative of that for Spanish-speaking residents of Orange County.

Although all members of this group said they received UHF, only four correctly identified a PBS station. However, one-third of them view KCET and 16 percent view KOCE. All of the KOCE viewers were classified as regular viewers and watch the station from two to three hours a week.

Two-thirds of the Spanish-speaking group have one TV set compared with 41 percent of the rest of the respondents. There was no real difference in the proportion of each group which rated UHF and VHF to be equal in quality of reception.

Less than half as many respondents in the Spanish-speaking group get their local news from a newspaper compared with all other respondents. Fifty-five percent of the Spanish-speaking respondents get their news from TV--either alone or with the radio.

Twenty-two percent of this group were aware of TV courses compared with 44 percent of the rest of the sample. The television set and friends proved to be the most frequent sources of information about courses for the Spanish speaking. Asked if they would be interested in taking a TV course, twice as many of them said yes when compared with all other respondents.

KOCE, Channel 50, is a noncommercial educational television station serving Orange County, California. Owned and operated by Coast Community College District, KOCE began broadcasting in November 1972 and serves its signal area with a type of programming not previously available to local audiences. The station's commitment is twofold: to extend educational opportunity through televised college courses for credit and to broadcast public service programming to the Orange County area.

In July 1973, the Corporation for Public Broadcasting awarded KOCE a grant to conduct research in audience development and television course evaluation. The audience development portion of the research project included: longitudinal audience analysis telephone surveys of Orange County, a study of communication patterns to determine how Orange County residents learned of KOCE, and a series of needs-assessment or ascertainment panel discussions of population group leaders. These panels were videotaped and subsequently reviewed by larger groups of lay members of each population segment. The television course evaluation component of the project consisted of student course diary-keeping, television viewing log studies, student interviews, and post-course student surveys.

The longitudinal audience analysis telephone component consisted of two telephone canvasses of Orange County. The first, conducted in the fall of 1973, provides a profile of the county's public television viewing

audience after KOCE had been broadcasting for one year. The second canvass, taken in the fall of 1974, provides data permitting longitudinal analysis of the degree to which the county audience increased.

Initial Audience Analysis Telephone Survey: Fall 1973

The initial audience analysis telephone survey, begun the day after Labor Day, 1973, was conducted for six consecutive weeks. It identified KOCE viewers in Orange County and obtained information with which to compare viewers and nonviewers in terms of demographic characteristics and television program preferences.

Information obtained through the survey focused on three areas of interest:

1) Orange County public television viewing
2) the KOCE audience
3) television courses

In addition to referencing much of the second audience analysis, data from the initial survey may be found in summary form in Appendix A, "Summary of Findings, Audience Analysis Telephone Survey, Fall, 1973."

Audience Analysis Telephone Survey: Fall 1974

Procedures

Because KOCE's signal can be received by nearly all of Orange County, the telephone subscribing population of the entire county was taken as the sampling base for both surveys. For the initial survey, 180 randomly selected telephone numbers were generated for each of the 93 telephone exchanges serving the county. Of the total sample of 16,740, we anticipated a yield of 3,000 actual telephone contacts, 10 percent of which would be KOCE viewers, i.e., those who had watched at least one program over KOCE.

At the time of the 1974 survey, the number of telephone exchanges serving the county had increased 10.8 percent--from 93 to 103. Because of this, as well as the decision to conduct the latter survey for eight weeks instead of six, we prepared computer programs which produced 216 random four-digit numbers for each of the 103 exchanges. The total sample, then, numbered 21,384, and made the average daily number of calls to be attempted (601) comparable to the daily average from the previous survey (610).

In both surveys the balance of the procedures used was the same. Each set of random four-digit numbers was attached to the Telephone Call Record to be maintained by the interviewer dialing numbers within that exchange (see Appendix D). Following this, each telephone record was separated into three groups: one for morning calls, one for afternoon calls, and one for evening. Telephone numbers for each exchange were distributed into these groups in a manner which insured that one-third of all numbers would be dialed in the morning, one-third in the afternoon, and one-third in the evening.

Interviewers were scheduled in the following way: from Monday through Friday, two persons worked 9 a.m. until 1 p.m. and another two from 1 p.m. until 5 p.m. Three nights a week--Tuesday, Wednesday, and Thursday--five interviewers worked from 5 p.m. until 9 p.m.

Because we were interested in the productivity of our efforts within each time period during the day, we made the comparisons shown in Table I-a. The greatest accessibility to respondents was found to be in the evening, largely after-work hours (47.6 percent of all contacts resulting from the first round of dialing were made between 5 p.m. and 9 p.m.). In contrast, the morning hours were less than half as productive.

Category	Telephone Completions		Hours Worked*		Completions Per Hour
	n	%	n	%	$\bar{X}$
9 a.m. - 1 p.m.	797	21.1	288	28.7	2.8
1 p.m. - 5 p.m.	1,182	31.3	290	30.0	4.1
5 p.m. - 9 p.m.	1,802	47.6	424	42.3	4.3
Combined Categories	3,781	100.0	1,002	100.0	3.9

*Hours adjusted to reflect an absenteeism rate of 4.7%.

Table I-a
Telephone Completions

Telephone interviewers dialed each number on the Telephone Call Record in sequence. Upon establishing contact, the interviewers asked the questions appearing on the Telephone Canvass Form (Appendix C). Because approximately 12 percent of Orange County's population is Spanish surnamed, the questionnaire was translated into local idiomatic Spanish. Interviewers were instructed to keep separate any telephone numbers where contact had been made with a Spanish-speaking person. These numbers were then turned over to a bilingual interviewer, who was able to complete 45 interviews in Spanish.

Table I-b summarizes the activities recorded by the nine interviewers on the Telephone Call Record for the first dialing cycle.

Telephone Call Record Code	n	%
1 - non-working number	5,947	27.9
2 - non-residential number	1,806	8.5
3 - refusal	2,276	10.7
4 - no TV in household	132	.6
5 - language barrier	116	.5
6 - no eligible respondent	231	1.1
7 - busy signal	1,296	6.1
8 - no answer	6,144	28.8
X - completed interview	3,375	15.8
Total for 1st dialing cycle	21,323	100.0

Table I-b: Telephone Call Record

Altogether, the interviewers redialed at least once numbers coded "busy" or "no answer." It should be noted that the telephone company was unwilling to furnish us at the outset of the canvass with information concerning which prefixes included large blocks of unassigned numbers, non-residential or centrex numbers, and so forth. In the course of the survey, though, we were able to obtain information from individual telephone business offices when problems in these areas arose. In this manner, we were able to decrease the amount of nonproductive dialing effort.

A total of 3,847 contacts were made, 87.7 percent resulting from the first dialing cycle. Of the total number, 1,061 (27.6 percent) of all respondents could be classified as KOCE viewers because they watched at least one program on the station. This number reflects a 3.2 percent increase over the previous sample when 645 respondents (22.4 percent) were identified as KOCE viewers.

Revision of the Questionnaire

The reader who is interested in the rationale for revising the form used in the 1974 telephone canvass will find a summary statement in Appendix E.

Processing the Data

All data on the questionnaires, with the exception of program titles and TV course preferences, were recorded on 13-column Scantron forms. The forms were read by a Datum Optical Mark Reader 50 98-2 and processed by an IBM 370/55, using APL. The capabilities of the APL system allowed us to manipulate the data for virtually unlimited cross-referencing.

The average rate of response for the questionnaire was 92.8 percent. In using one question to check the accuracy of data transfer from

questionnaire to Scantron form, we found that 0.62 percent of the answers were inaccurately recorded.

RESPONDENT GROUP CHARACTERISTICS

With the exception of the geographic distribution of respondents for the 1974 Audience Analysis Survey, we have made no attempt to establish the demographic representativeness of our sample with residents of Orange County. Primarily because no data on household characteristics exist in any more recent form than those contained in material based on the 1970 U.S. Census Report (which was nearly five years old at the time this survey was made), we have confined our comparisons to the 1973 Audience Analysis Survey.

Table II shows the geographic distribution of Orange County residents. Population by city and community was calculated by averaging the data on population contained in the 1973 and 1975 issues of *Working Document No. 1: Report on the State of the County*. Our research design, which utilized population figures for unincorporated areas within the county, and residency verification from respondents* allowed us to accurately plot the geographic distribution of our sample.

The map following Table II illustrates Orange County divided into six regions: East Central, North County, South County, North Coast, West County, and West Central. Geographic distribution of the sample has been summarized by region, thus allowing the reader to see more comprehensively the representativeness of the respondent group. The data indicate over-representation in the South County area, namely, El Toro, Newport Beach, Laguna Beach, Laguna Hills and Laguna Niguel. The respondent group is

*By asking respondents the city or area of the county in which they lived, we were able to eliminate estimating residency on the basis of correlating respondents' prefixes with prefix areas as designated by the telephone company.

somewhat underrepresented in the West County area, specifically in La Palma, Los Alamitos, and Stanton.

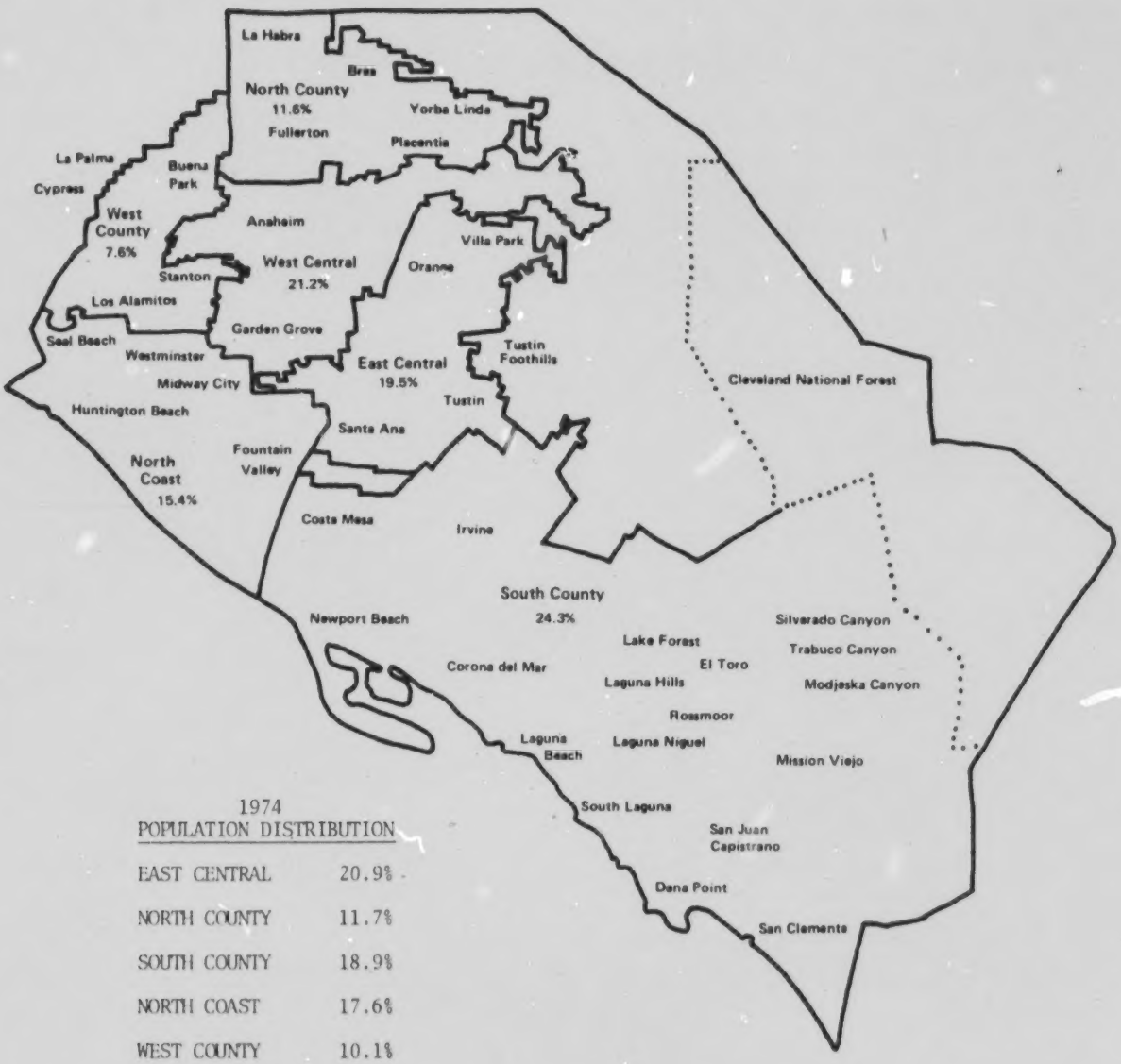
Further in the report, responses in the areas of UHF reception, subscription to cable service, PBS viewing, and KOCE viewer profiles are presented by regional groupings. Because there are many areas in Orange County where a single prefix serves more than one city, it was not possible to distribute responses (in the above mentioned areas) on an individual city basis. However, while prefixes may serve more than one city, they *do* remain within a designated geographic region.

	1974 Population of Orange County: 1,646,314*	Percentage Distribution of Telephone Completions: 3,781
	%	%
Anaheim	12.1	12.0
Brea	1.3	1.5
Buena Park	3.3	3.9
Costa Mesa	5.1	4.5
Cypress	2.6	2.2
Dana Point/San Juan Capistrano	1.2	1.4
El Toro/Lake Forest	.5	1.5
Fountain Valley	2.8	2.4
Fullerton	5.7	6.0
Garden Grove	8.7	9.2
Huntington Beach	8.9	8.3
Irvine	1.7	2.0
Laguna Beach	1.2	1.7
South Laguna/Laguna Niguel	.8	1.2
Laguna Hills/Rossmoor	1.4	2.5
La Habra	2.3	.3
La Palma	1.6	.7
Los Alamitos	1.1	.1
Mission Viejo	2.0	2.3
Newport Beach (including Balboa, Corona del Mar, and Lido Island)	3.3	4.3
Orange	5.8	5.7
Placentia	1.7	2.1
San Clemente	1.2	2.2
Santa Ana	10.9	10.8
Seal Beach	1.9	-
Silverado, Modjeska Canyons	.1	.7
Stanton	1.5	.7
Trabuco Canyon	-	-
Tustin/Tustin Foothills	3.9	2.8
Villa Park	.3	.2
Westminster/Midway City	4.2	4.7
Yorba Linda	.7	1.7
Balance of Orange County	.2	
TOTAL	100.0	99.6**

*1974 population distribution by city or community obtained from 1973 and 1975 issues of *Working Document No. 1: Report on the State of the County*, Orange County Forecast & Analysis Center.

**The balance of the telephone completions fell in La Mirada, which is located in Los Angeles County.

Table II
Distribution of Orange County Population
& Respondent Group
1974 Audience Analysis Telephone Survey



1974
POPULATION DISTRIBUTION

EAST CENTRAL	20.9%
NORTH COUNTY	11.7%
SOUTH COUNTY	18.9%
NORTH COAST	17.6%
WEST COUNTY	10.1%
WEST CENTRAL	20.8%

FIGURE 1
DISTRIBUTION OF RESPONSE BY GEOGRAPHIC AREA
1974 AUDIENCE ANALYSIS TELEPHONE SURVEY

1. Occupation of Head of Household

In an effort to obtain a more specific occupational profile on heads of households from our 1974 sample, we extended the occupational categories beyond those available in the 1970 Census Report.* While no strict comparison can be made, then, between our respondents and Orange County, there is the advantage of knowing what proportion of the sample is retired, not currently employed, and so forth. Table III distributes the occupations indicated for heads of households by geographic region.

Occupational Category	East Central (n=708)	North County (n=454)	South County (n=834)	North Coast (n=625)	West County (n=377)	West Central (n=682)	S. Ana-C. Mesa (n=166)	Combined Regions (n=3,847)
	%	%	%	%	%	%	%	%
Self-employed	7.3	7.9	8.9	5.4	6.4	6.9	7.8	7.3
Professional	15.7	18.9	20.4	17.4	12.5	13.8	12.1	16.5
Proprietorial/ Managerial	8.3	12.8	8.4	12.8	12.2	7.9	8.4	9.9
Sales/Clerical	8.8	9.7	7.8	11.2	11.1	9.2	11.5	9.5
Technician/Para-professional	7.6	7.5	5.0	7.4	9.6	9.1	13.3	7.7
Govt. employee	6.6	5.7	4.1	6.4	7.7	6.2	7.2	6.0
Skilled labor	15.0	12.6	5.9	16.2	16.5	17.3	14.5	13.4
Unskilled labor	4.0	2.6	1.4	2.2	2.9	5.3	4.2	3.1
Armed Services	2.1	-	1.0	.2	.5	.3	.6	.8
Homemaker	.1	-	.7	.8	.8	1.2	1.2	.7
Fine Arts	.6	.9	1.0	.3	.5	.3	.6	.6
Not cur. emp.	3.0	2.4	2.6	2.1	1.9	3.5	1.2	2.6
Retired	8.6	7.1	22.2	7.0	7.6	7.8	8.4	10.9
Other	2.0	2.4	2.9	1.6	.5	1.5	1.8	1.9
Decline state	3.3	3.7	2.5	3.4	4.2	3.5	2.4	3.3
No Answer	7.0	5.8	5.2	5.6	4.8	6.2	4.8	5.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table III
Distribution of Occupational Categories
According to Geographic Region
1974 Sample

*Occupational categories appearing in 1970 Census: Professional, Managerial, Sales/Clerical, Skilled Labor, Unskilled Labor, Other.

2. Education of Head of Household

When this profile is viewed with a regional distribution of education for heads of households (Table IV below), it provides a partial context within which differing frequencies of response regarding PBS station identification, PBS viewing, and awareness of television course can be observed.

Level of Education	East Central (n=708)	North County (n=454)	South County (n=834)	North Coast (n=625)	West County (n=377)	West Central (n=682)	S. Ana-C. Mesa (n=166)	Combined Regions (n=3,847)
	%	%	%	%	%	%	%	%
0 - 8 yrs	4.7	.9	2.6	3.2	2.7	4.3	6.6	3.3
9 - 12 yrs	25.8	20.9	15.2	24.2	28.6	30.8	23.0	23.7
13 - 14 yrs	20.8	25.6	21.5	24.0	26.8	25.5	28.9	23.8
15 - 16 yrs	20.5	25.6	32.0	21.4	20.9	7.1	21.7	23.2
17 yrs +	11.4	13.0	16.2	11.0	7.2	10.0	9.0	11.8
Decline/ No Response	16.8	14.0	12.5	16.2	13.8	12.3	10.8	14.2

Table IV
Distribution of Level of Education for Heads of Households According to Geographic Region
1974 Sample

Figure 2 illustrates the regional distribution of education for heads of households where the frequency of response at a given level is greater than that for combined regions meeting the same condition. Respondents within the geographic areas identified as North County and South County (located at opposite ends of Orange County) are shown to have a similar educational profile. Here, the educational levels of proportionately more heads of respondent households are concentrated in upper-division college and graduate school. The occupational profile of these two noncontiguous regions is also similar. Respondent heads of households in South County appear with greater frequency in the categories of "Self-employed," "Professional," "Fine Arts," "Retired," and, more ambiguously, "Other occupations." They are found with least frequency in the categories of

"Sales/Clerical," "Technician/Paraprofessional," and "Skilled" and "Unskilled Labor." Heads of respondent households in North County rank second only to those in the southern portion in all these categories, with the exception of "Retired": 7.1 percent compared with 22.2 percent.*

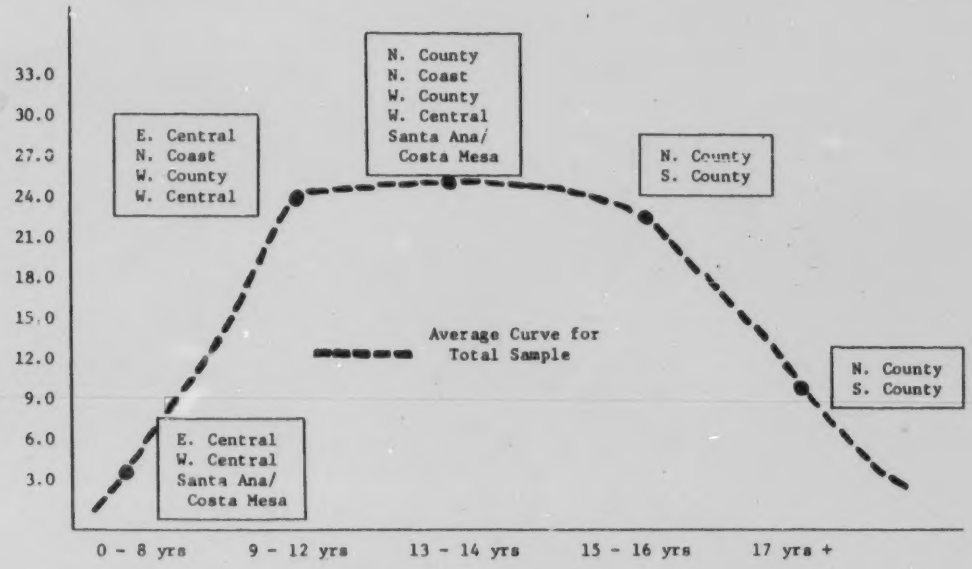


Figure 2
Regional Distribution of Educational Level
for Heads of Households
1974 Survey

We compared levels of education given for heads of households from both surveys. Their responses indicate that there is virtually no difference between the educational background for household heads sampled in 1973 and 1974. Because of the number of respondents from the latter survey who declined to complete the interview (and for whom, therefore, no data are recorded), the apparent decrease in response at the graduate level cannot be taken as reliable. Figure 3.

*The high rate of response in this category is best explained by the fact that 11.5 percent of those sampled in the southern end of the county were residents of the Laguna Hills/Rossmoor area (the location of Leisure World, a retirement community). Excluding South County from the sample, retired respondents constitute 7.7 percent overall.

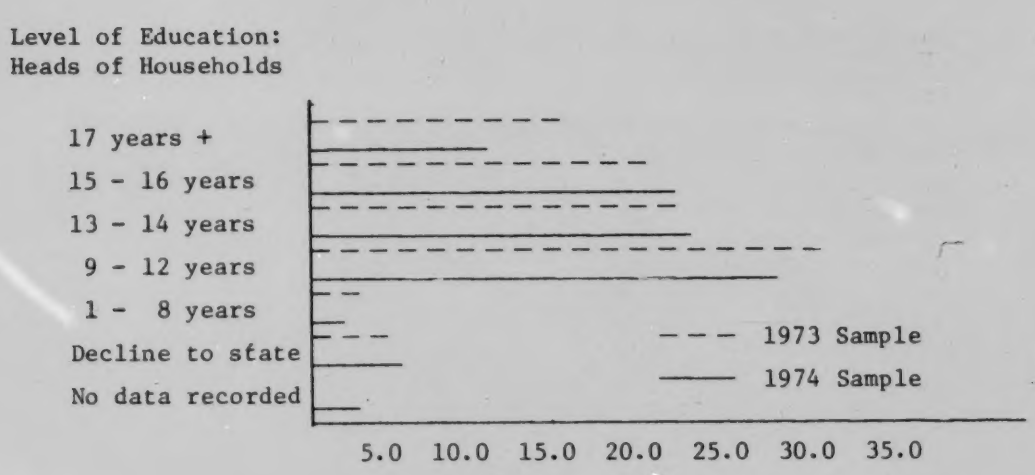


Figure 3

Comparison of Response
Level of Education for Heads of Households
1973 Sample vs. 1974 Sample

3. Age of Head of Household

Nearly 46 percent of all households contacted have heads of households between the ages of 31 and 50 years old. Only 10 percent were under 25 and the proportion of household heads between the ages of 26 to 30 and over 60 were nearly the same: 12.5 percent and 11.3 percent. Since we did not ask the age for heads of households during the first survey, we cannot compare these data.

	n=3,847
	%
18-25 yrs	10.1
26-30 yrs	12.5
31-40 yrs	23.7
41-50 yrs	21.7
51-60 yrs	12.2
Over 60	11.3
Decline to say	3.0
Data not recorded	5.5
TOTAL	100.00

Table V
Age of Head of Household
1974 Sample

4. Position of Respondent in Household

The majority of persons whom we contacted are married. Nearly two-thirds of the respondents are categorized as husbands or wives. Table VI shows the distribution of response.

Position of Respondent in Household	n=3,847
	%
Single, live alone	7.3
Single, live with non-relatives	3.5
Single, head of household	6.6
Husband/Wife	64.2
Son/Daughter	12.2
Decline to state	1.6
Data not recorded	4.6
TOTAL	100.0

Table VI

Position of Respondent in Household
1974 Sample

5. Ages of Children in Households

More households contacted in the 1974 survey have children under the age of eighteen only--52.4 percent compared with 46.3 percent for the previous survey. Fewer households had no children under the age of 25. Figure 4 below.

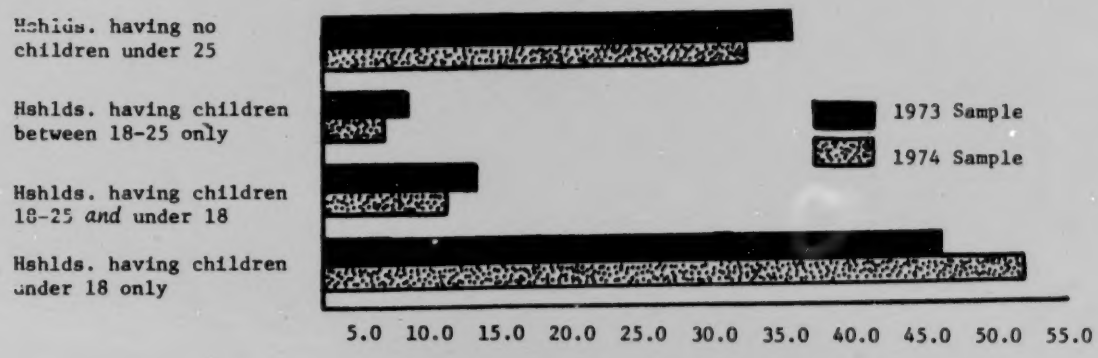

Hshlds. having no children under 25
Hshlds. having children between 18-25 only
Hshlds. having children 18-25 and under 18
Hshlds. having children under 18 only
1973 Sample
1974 Sample
5.0 10.0 15.0 20.0 25.0 30.0 35.0 40.0 45.0 50.0 55.0

Figure 4

Comparison of Response
Age Distribution of Children in Hshlds.
1973 Sample vs. 1974 Sample

Table VII at the right shows the distribution of ages of children in respondent households having children under the age of 18. Nearly 60 percent of these households have preteenaged children. Later in the report, this information is considered in the light of the substantial decrease in mention of children's programming for both KOCE and KCET.

Hshlds Having Children Under 18 Only	n= 2,016 %
Children Aged 1 - 5 yrs	27.9
Children Aged 6 -11 yrs	30.5
Children Aged 12-13 yrs	16.4
Children Aged 14-17 yrs	25.2
Total	100.0

Table VII
Distribution of Age
1974 Sample

Data on the number of respondent households having schoolage children, as well as information describing other household characteristics of interest to a public educational television station, have been the subject of the last few pages. As noted in the beginning of the section entitled "Respondent Group Characteristics," we have made no attempt to compare these data with figures available from the now five-year-old Census Report. Rather, our concern was to identify and describe in certain demographic areas the persons actually contacted in the 1974 survey and to compare the information, where possible, with that obtained in the preceding year.

Within that context, then, we can make the following observations:

Nearly three-fifths of the heads of households contacted in both surveys have had some college. There are no important differences in educational profiles between the 1973 and 1974 samples.

Differences in educational background for heads of households are apparent in the 1974 sample when distributed by geographic area. More respondents living in northern and southern Orange County have had more years of college. Fewer of those sampled from west central Orange County have an college education.

More than two-fifths of the 1974 heads of households are between the ages of 31 and 50; more than two-thirds are married. More households contacted in 1974 have children under the age of 18 (53 percent vs. 46 percent in 1973).

PUBLIC TELEVISION VIEWING IN ORANGE COUNTY

PBS Station Identification

Respondents in the 1974 Audience Analysis Telephone Survey were first asked, "Do you know any of the public television stations serving your area?" (Identification by either a station's call letters or numbers was acceptable.) By using the technique of unaided recall we hoped to obtain a conservative and therefore reliable estimate of Public Television (PTV) awareness.

Table VIII compares the 1973- and 1974-sample responses to this question. It shows that the proportion of 1974 respondents who answered in the affirmative, i.e., who indicated that they *could* identify a PBS station, had increased by nearly 10 percent. When the decrease in the proportion of incorrect answers is taken into account, the actual rate of increase for correct identification of a PBS station is even higher: 18.2 percent. A decrease in incorrect identifications suggests a lessening of confusion on the part of the viewing public between the terms *public television* and *UHF station*.

Identification of KOCE and KCET (the Los Angeles-based PBS station) alone was less frequent. The rate of decrease for mention solely of KOCE was twice as large (26.6 percent) as that for KCET-only identification. The proportion of respondents naming *both* stations, however, increased nearly 88 percent.

Identified	1973 Sample (n=2,873) %	1974 Sample (n=3,847) %	% Increase/Decrease	
KOCE only	4.5	3.3		26.7
KCET only	29.2	25.2		13.7
KOCE & KCET	5.8	10.9	87.9	
Any PBS station(s) & any non-PBS station(s)	-	7.3	100.0	
Non-PBS station(s) only	9.4	6.9		26.6
Total Identifications	(48.9)	(53.6)	(9.6)	
Identified no station(s)	50.5	42.0		16.8
Answer not recorded	.6	4.4		
	100.0	100.0		

Table VIII

Comparison of Response:
Identification of PBS Station(s)
1973 Sample vs. 1974 Sample

Table IX shows the total number of mentions each station received from the 3,688 respondents for whom answers were recorded. KCET was mentioned 2.4 times as often as was KOCE, a frequency which has narrowed from the previous year's survey when KCET was mentioned 3.4 times more often.

The three other public television stations received 98 mentions, 72.4 percent of them for KVCR, Channel 24. None of these stations had been identified by the 1973 respondents.

Identification of Area PBS Stations	n	%
KOCE, Channel 50	690	15.3
KCET, Channel 28	1,641	36.3
KVCR, Channel 24	71	1.6
KPBS, Channel 15	17	.4
KVST, Channel 68	10	.2
Correct PBS I.D.'s	(2,429)	(53.8)
Incorrect Identifications	472	10.4
No Identification	1,624	35.8
Total N. Responses	4,525	100.0

Table IX

Distribution of Response:
Identification of PBS Station(s)
1974 Sample

In the 1973 survey, distribution of response regarding PBS identification between males and females showed no important differences in their abilities to identify public television stations. Table X compares distribution of response between sexes for both surveys. While the proportions responding to a given condition have changed, there is more uniformity of response *between* males and females sampled in 1974 than those of the previous year.

		1973 Sample		1974 Sample	
		Male (n=739)	Female (n=1,854)	Male (n=1,053)	Female (n=2,716)
		%	%	%	%
Condition 1:	Identified KOCE only	4.9	3.8	4.2	3.0
Condition 2:	Identified KCET only	30.3	29.5	25.4	25.2
Condition 3:	Identified KOCE & KCET only	6.8	5.2	10.4	11.3
Condition 4:	Identified KOCE & non-PBS station(s) only	-	-	-	.3
Condition 5:	Identified KOCE, KCET & non-PBS station(s) only	-	-	1.0	2.5
Condition 6:	Identified KCET & non-PBS station(s) only	-	-	2.8	2.4
Condition 7:	Identified any combination of PBS & non-PBS stations	-	-	1.1	2.4
Condition 8:	Identified Other PBS station(s) only*	-	-	.5	.4
Condition 9:	Identified non-PBS station(s) only	10.6	8.6	8.6	6.2
Condition 10:	Did not identify any station(s)	46.9	52.3	42.6	42.5
	Data not recorded	.5	.6	3.4	3.8
	TOTAL	100.0	100.0	100.0	100.0

*KVCR, KPBS, KVST

Table X

Distribution of Response by Sex:
Identification of PBS Station(s)
1973 Sample vs. 1974 Sample

Frequency of PBS station identification for the 1974 sample varied more when distributed according to respondents' geographic location in the county.* Figure 5, which summarizes the response in terms of "yes" answers and "no" answers, shows the East and West Central areas to contain proportionately fewer PBS identifiers. More of the South County, North Coast, and North County respondents were able to answer in the affirmative. (Note: Included in the "yes" responses shown in Figure 5 are "Incorrect Identification(s)" on the respondents' part.)

*All regional distributions of response include the additional area, "South Santa Ana-North Costa Mesa." Telephone prefixes centered in this area do not serve the balance of either Santa Ana or Costa Mesa, which are part of East Central and South Orange County respectively. Therefore, we have isolated responses from residents of this area and have treated them as another category.

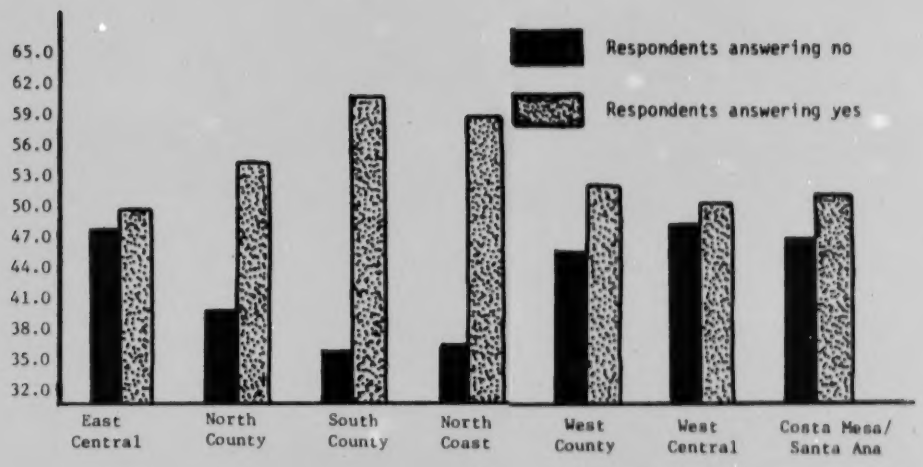


Figure 5

Identification of PBS Station(s)
Distribution of Response by Geographic Region
1974 Sample

In Table XI, geographic distribution of "yes" responses is divided into four categories: identification of KOCE, KCET, "Other PBS stations," and incorrect identification. As it shows, respondents living in the North County and South County areas were more frequently able to correctly identify a PBS station.

PBS Identification	East Central	North County	South County	North Coast	West County	West Central	Costa Mesa-Santa Ana
	%	%	%	%	%	%	%
KOCE	26.5	20.4	19.7	28.0	20.3	25.1	28.9
KCET	53.1	62.4	63.6	52.5	54.8	52.6	53.5
Other PBS	2.8	4.3	3.7	2.8	5.0	3.0	1.8
Incorrect ID	17.6	12.9	13.0	16.7	19.9	19.3	15.8
Total Response	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table XI

PBS Station Identification
Distribution of Response by Geographic Region
1974 Sample

Other factors we considered with regard to respondents' identification of area PBS stations are those of ability to receive UHF, the degree of education for the head of the household, and the presence of a college student or students in the household. In Table XII below, the frequency of response for these variables is distributed geographically.

Region of Orange County	Geographic Distribution of 1974 Sample	Correct PBS Identification	Ability to Receive UHF	Presence of College Student(s) in Household	Level of Education of Hshld. Some College or Background	Mean Years College Heads of Hshlds. with College Background
E. Central	18.4	56.9	77.5	28.5	52.7	15.2
N. County	11.8	66.7	81.7	34.8	63.0	15.2
S. County	21.7	70.9	72.8	29.9	69.7	15.4
N. Coast	16.3	68.2	81.3	36.3	56.5	14.0
W. County	9.8	59.7	83.6	32.4	54.9	14.9
W. Central	17.7	55.1	82.7	38.4	52.6	14.9
S. Santa Ana/ N. Costa Mesa	4.3	57.8	83.1	34.3	59.6	14.8

Table XII
Selected Variables in Respondent Identification of PBS Stations
1974 Sample

Since the response indicating ability to receive UHF is above 70 percent at its lowest point, this factor seems to have little bearing on the frequency with which respondents identified a PBS station. For example, more persons sampled in the south county area were able to identify a public television station and yet had the lowest rate of response for UHF reception.

Probably the most interesting correlation of response is between ability to identify a PBS station and the presence of college in the respondent head of household's educational background. Geographic regions which were highest in frequency of response for PBS station identification were also highest in the frequency with which some college was part of respondents' educational profile. Conversely, areas in which fewer respondents could identify a PBS station also produced the lowest rate of response indicating some amount of higher educational experience.

The two geographic regions which ranked lowest in both of these variables also contain the fewest number of households in which there is a college student present. For regions with high frequencies of response in these areas, the presence of a college student seems unimportant in respondents' ability to name a public television station.

PBS Viewing

In what way do college education and the ability to identify a PBS station influence PBS viewing behavior? In Table XIII the sample is again divided into geographic regions within the county and the frequency of their response is shown in the areas of identification of both KOCE and KCET, viewing on each station, *regular* viewing on KOCE, and the presence of college in the head of household's educational background.

Region of Orange County	Geographic Distrib. of 1974 Sample (n=3,847)	Identification of PBS Station KOCE	Identification of PBS Station KCET	KCET Viewership	KOCE Viewership	% KOCE Viewers Who View KOCE Regularly	Background: Some College
	%	%	%	%	%	%	%
East Central	18.4	18.9	38.0	59.3	25.0	32.8	52.7
North County	11.8	15.6	47.8	66.1	28.2	21.1	63.0
South County	21.7	15.5	49.9	68.7	18.5	18.8	69.7
North Coast	16.3	23.8	44.6	64.0	32.6	23.0	56.5
West County	9.8	15.1	40.9	64.2	24.1	19.8	54.9
West Central	17.7	17.2	35.9	60.9	24.6	34.5	52.6
Santa Ana/ Costa Mesa	4.3	19.9	36.8	62.7	37.4	12.9	59.6

Table XIII
Selected Variables in Respondent Viewing of PBS Stations
1974 Survey

As the table shows, more respondents *view* on both KOCE and KCET than are able to identify them. While PBS viewing on the part of PBS identifiers versus non-identifiers is discussed further in the report, we can note here that--as one might well assume--PBS viewing by their identifiers is proportionately much greater than that by non-identifiers.

County areas with more frequent identification of KCET also had proportionately more KCET viewers. The same condition exists with respect to KOCE, although no county area having many viewers of one station necessarily has many viewers of the other station. Proportionately more south Orange County respondents, who identified PBS stations most often, also identified and viewed KCET. Fewer respondents in the South County region, however, identified or viewed KOCE than did respondents in any other area of Orange County.

PBS Viewing: PBS Identifiers versus Non-Identifiers

Table XIV, below, shows the viewing patterns of three groups of respondents: those who could not identify any PBS station, those who named KOCE, and those who named KCET. "Viewing patterns" describes the following responses for each group: "Do not view," "Do not recall viewing," and "Do view." Each of these responses is divided according to the respondent's sex and is given for both KOCE and KCET.

	KOCE		KCET	
RESPONDENT VIEWING PATTERNS	Male Respondents	Female Respondents	Male Respondents	Female Respondents
1. PBS Non-identifiers:	%	%	%	%
Do not view	76.6	76.2	49.9	49.9
Do not recall viewing	5.6	6.8	4.5	5.8
Do view	12.7	11.7	41.4	39.8
No Response	5.1	5.3	3.8	4.5
Total	100.0	100.0	100.0	100.0
2. KOCE Identifiers:				
Do not view	19.3	15.5	11.7	6.1
Do not recall viewing	3.5	5.7	1.2	1.7
Do view	74.9	74.8	85.3	90.3
No response	2.3	4.0	1.8	1.9
Total	100.0	100.0	100.0	100.0
3. KCET Identifiers:				
Do not view	50.0	46.7	6.3	4.3
Do not recall viewing	6.6	8.8	.9	.4
Do view	36.3	39.7	89.7	92.5
No response	7.1	4.8	3.1	2.8
Total	100.0	100.0	100.0	100.0

Table XIV
Respondent Viewing Patterns on KOCE and KCET
Distribution According to PBS Station Identification
1974 Sample

This arrangement of the data makes several observations possible. Perhaps most obvious is the fact that the majority of respondents who could not identify a PBS station do not view one either. (Over three-fourths do not watch KOCE; nearly half do not view KCET.)

Uniformity of response between sexes with regard to *identification* of PBS stations has already been noted (Table X). The information contained in Table IXV indicates that a slightly higher percentage of the men who identified KOCE and KCET do not actually view these stations. The

differences are slight enough, however, that we can conclude sex is not an important factor in PBS viewing itself.

Ability to identify a station does seem to be a factor, particularly in viewing KOCE. Four-fifths of respondents who were able to mention the station by call letters or numbers also watch it as well. An even greater percentage of those who named KCET also viewed that station, but as the table shows, nearly nine in ten of all identifiers have watched KCET also.

Data obtained in the 1974 survey indicate that not only is the Orange County audience for each PBS station growing, but that there is an increase in the number of viewers who watch *both* KOCE and KCET as well. Table XV below.

	View KOCE	Do not view KOCE	
	%	%	
View KCET	18.5	44.4	62.9
Do not view KCET	4.4	32.7	37.1
	22.9	77.1	100.0

1973 Sample
(n=2,873)

	View KOCE	Do not view KOCE	
	%	%	
View KCET	23.1	44.0	67.1
Do not view KCET	4.5	23.1	27.6
	27.6	67.1	94.7
	no data recorded		5.3
			100.0

1974 Sample
(n=3,847)

Table XV

Comparison of Response
Respondent Viewing Patterns on KOCE and KCET
1973 Sample vs. 1974 Sample

Quality of UHF Reception

An obvious factor in influencing audience development is ease of access to the programming. Since UHF signals are generally more difficult to receive well, and because the likelihood of public television viewing is, in part, a function of perceived quality of reception, PTV stations have a common problem. It is important, therefore, to obtain information on quality of UHF reception from a sample of PBS viewers.

Inasmuch as F.C.C. regulations dictate that KOCE's transmitter cannot be located with the other Los Angeles area television transmitters on Mount Wilson, and KOCE and KCET have different transmitters and different antennas,* they are assumed to have different qualities of home reception. Also, most viewers can be presumed to have their receiving antennas aimed toward Mount Wilson rather than toward KOCE's transmitter in La Habra. Fortunately, the acceptance angle of receiving antennas is such that most Orange County viewers will receive KOCE without moving their antennas.

Accordingly, respondents were asked in separate questions to compare their TV set reception of each station with that of other, frequently watched channels. Since the question did not stipulate what the basis of comparison should be, the implication was (purposely) that respondents were to contrast reception of each PBS station with that of the commercial VHF stations in Los Angeles.

*KCET's transmitter is located at an elevation of nearly 6,000 feet and has an output capacity of 25 kw and an effective radiated power of 1.2 megawatts. The elevation of KOCE's transmitter is 1,500 feet; its capacity is 30 kw with an effective radiated power of 2.7 megawatts.

Table XVI compares the responses for both KOCE and KCET reception levels. The response is further distributed according to geographic region, permitting comparison by county area. Overall, a majority of viewers on each station indicated their reception was as good as that for other stations they watched. The sample as a whole was also found to have comparatively poorer reception less frequently on KCET than on KOCE (34.9 percent vs. 43.3 percent).

Forty-three percent of KOCE viewers sampled do not receive KOCE as well as other stations. Division of response in this category shows only a slight difference among geographic regions: The data indicate that quality of reception is poorest in west Orange County (46.2 percent of the respondents felt they did not receive KOCE as well). Fewer respondents in the south Santa Ana/north Costa Mesa area (40.3 percent) indicated poor reception.

PBS VIEWING	East Central	North County	South County	North Coast	West County	West Central	S. Santa Ana/ N. Costa Mesa	Combined Regions
1. KCET	n=420	n=312	n=551	n=400	n=242	n=415	n=104	n=2,444
Level of Reception								
Not as good	36.4	35.3	29.9	36.2	38.0	35.4	40.4	34.9
As good	59.5	61.5	68.1	62.0	59.5	61.7	56.7	62.4
Better	4.1	3.2	2.0	1.8	2.5	2.9	2.9	2.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
2. KOCE	n=177	n=128	n-154	n=204	n= 91	n-168	n= 62	n= 984
Level of Reception								
Not as good	41.2	45.3	40.9	45.1	46.2	43.5	40.3	43.3
As good	56.0	53.9	58.4	52.4	53.8	54.7	59.7	55.2
Better	2.8	.8	.7	2.5	-	1.8	-	1.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table XVI

Geographic Distribution of Response
KCET/KOCE Levels of Reception

1974 Survey

The data obtained on reception for these two PBS stations has additional interest when viewed with the distribution of response to another question concerning perceived quality of reception. At a point in the questionnaire well after respondents had provided answers comparing KOCE and KCET, they were asked, "Which would you say you receive more clearly: UHF or VHF?" Ninety percent of the sample responded to the question: 4 percent said they received UHF more clearly, 60 percent said VHF, and 26 percent indicated there was no difference in reception.

In order to evaluate the consistency of their responses concerning levels of reception, we looked at the information for reception on KCET and KOCE that was provided by each of these three groups. The results are shown in Table XVII below.

DISTRIBUTION OF RESPONSE:
QUALITY OF RECEPTION

PBS VIEWING	UHF BETTER (n=132) %	VHF BETTER (n=2,300) %	NO DIFFERENCE (n=1,005) %	NO RESPONSE (n= 410) %	TOTAL (n=3,874) %
Do not view KCET	30.3	31.2	13.4	45.1	28.0
Do not recall	3.0	3.5	2.8	3.9	3.4
View on KCET:	60.7	61.0	80.2	37.8	63.5
Not as good	(21.3)	(51.6)	(6.6)	(38.1)	(34.9)
As good	(62.5)	(46.5)	(90.3)	(60.6)	(62.4)
Better	(16.2)	(1.9)	(3.1)	(1.3)	(2.7)
No response	6.0	4.3	3.6	13.2	5.1
Total	100.0	100.0	100.0	100.0	100.0
Do not view KOCE	53.8	63.5	51.0	63.7	59.9
Do not recall	8.3	6.9	8.8	5.9	7.3
View on KOCE	30.2	23.4	35.0	13.1	25.6
Not as good	(30.0)	(62.7)	(15.7)	(38.9)	(43.3)
As good	(60.0)	(36.0)	(83.5)	(59.3)	(55.2)
Better	(10.0)	(1.3)	(.8)	(1.8)	(1.5)
No response	7.7	6.2	5.2	17.3	7.2
Total	100.0	100.0	100.0	100.0	100.0

Table XVII

PBS Viewing Patterns
Distribution of Response According to Quality of UHF/VHF Reception
1974 Sample

Nearly a third of the respondents who said they received UHF better than they did VHF channels do not watch KCET; even more of them (53.8 percent) do not view KOCE. One-fifth of those who *do* view KCET indicated that they do not receive it as well as other channels, while three in ten of the KOCE viewers do not receive that station as well. One could assume, therefore, that the portion of the sample whose UHF reception is superior to VHF base their comparison on stations other than PBS.

Nearly 60 percent of all respondents said they receive VHF stations more clearly. Nearly a third of this group do not view KCET, and almost two-thirds do not watch KOCE. Of those who do view UHF, nearly half say that they receive the Los Angeles-based station as well as they do other stations. Thirty-six percent indicate that KOCE comes in as well as do other stations.

Of the three categories, proportionately more respondents who said that there was no difference in their reception of the two frequencies view both KCET and KOCE. Thirty-five percent watch KOCE, compared with an average of 25.6 percent for the entire sample. However, while proportionately more viewers come from this group, the greatest *number* of viewers, for both PBS stations, is found of course within the group of 2,300 respondents who receive VHF channels with greater clarity. It is encouraging to note that the proportion of respondents who said they perceived no difference in the quality of reception between the two frequencies is 26.1 percent—a 19 percent rate of increase over the 22 percent from the previous year's sample.

Number of TV Sets in Household

Data regarding the number of television sets in respondent households has remained virtually the same, as Table XVIII indicates.

	1973 Sample (n= 2,873)	1974 Sample (n= 3,847)
	%	%
Households Having		
1 TV Set	43.5	41.4
2 TV Sets	39.4	38.0
3 TV Sets	11.2	11.8
4 TV Sets	2.5	3.0
More than 4 TV Sets	1.5	1.3
No Response	1.9	4.5
	100.0	100.0

Table XVIII

Comparison of Response:
Number of TV Sets in Respondent Households
1973 Survey vs. 1974 Survey

When the response is distributed between PBS-viewing and non-viewing households, however, more within the former group are shown to have in excess of one television set. Figure 6 below.

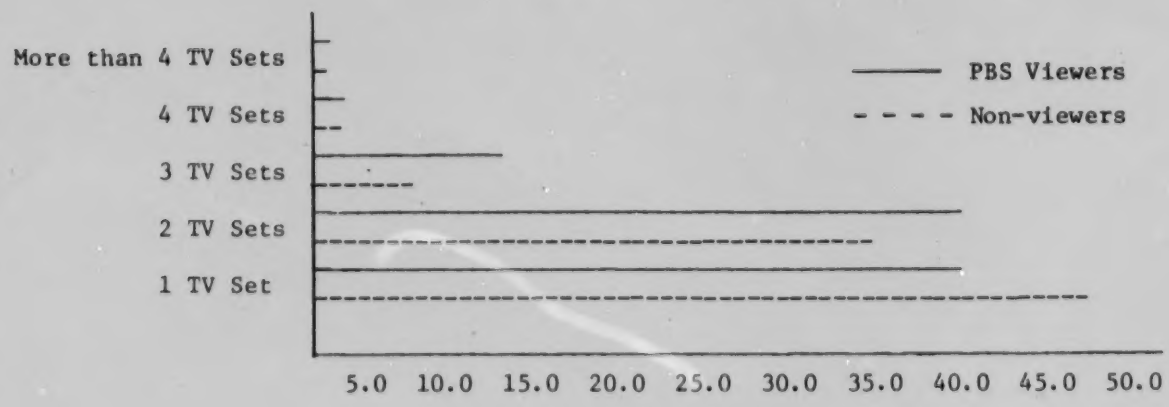


Figure 6
Number of TV Sets in Household:
PBS Viewers vs. Non-Viewers
1974 Sample

Cable Subscription

Data obtained in the 1974 survey indicate that the proportion of respondents who subscribe to a cable service has more than doubled. In the 1973 survey, less than 7 percent of those sampled said they had cable. In 1974, 14.3 percent indicated they subscribed.

The frequency of response concerning cable service was divided according to geographic region. Table XIX shows that sample households in southern Orange County are the only ones where cable is present to any sizeable extent. Indeed, if this response were eliminated from the total, the average percentage of households which indicated cable subscription would be 3.9 percent.

Presence of Cable in Hshld.	East Central (n=708)	North County (n=454)	South County (n=834)	North Coast (n=625)	West County (n=377)	West Central (n=682)	S. Santa Ana/ N. Costa Mesa (n=166)
	%	%	%	%	%	%	%
No	81.9	81.0	44.2	81.3	87.0	89.4	89.2
Yes	8.5	6.2	48.6	3.2	3.7	3.1	3.6
Carries KOCE	(28.4)	(53.6)	(30.9)	(45.0)	(64.3)	(76.2)	(50.0)
Does not	(33.3)	(42.9)	(40.2)	(10.0)	(28.6)	(23.8)	(-)
Does not know	(38.3)	(3.5)	(28.9)	(45.0)	(7.1)	(-)	(50.0)
No response	9.6	12.8	7.2	15.5	9.3	7.5	7.2
	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Table XIX

Presence of Cable in Home:
Geographic Distribution

The geographic distribution of response was then examined in light of the locations in which cable service is actually present. As the map on this page shows, cable service does not exist in the north coastal,* west, west central, or the south Santa Ana/north Costa Mesa areas of Orange County. Cable in north Orange County does not carry KOCE, nor does the single cable company located in the east central part of the county. We must conclude, therefore, that there is a small but fairly widespread amount of confusion on people's part regarding just what cable service is.

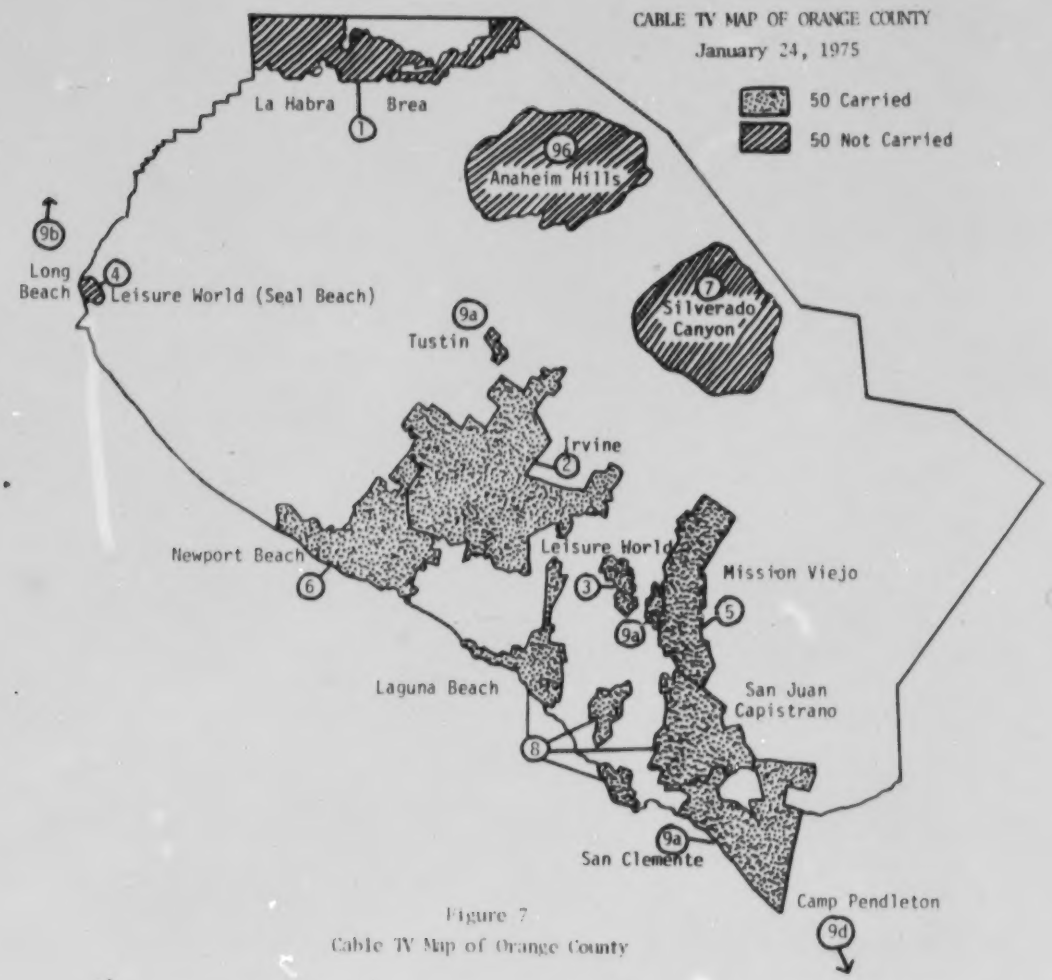


Figure 7
Cable TV Map of Orange County

*Leisure World, which is located in Seal Beach, does have cable service, but since we made no contacts at all in Seal Beach, we have excluded the area labeled "North Coast" from those in which cable is available.

Hours of Daily TV Set Operation

As Figure 8 shows, TV sets in households we contacted in 1974 do not operate quite as many hours during the viewing day as did those in households sampled the previous year. While a wide variety of reasons could account for this decrease, we do know that ownership of fewer television sets is not among them.

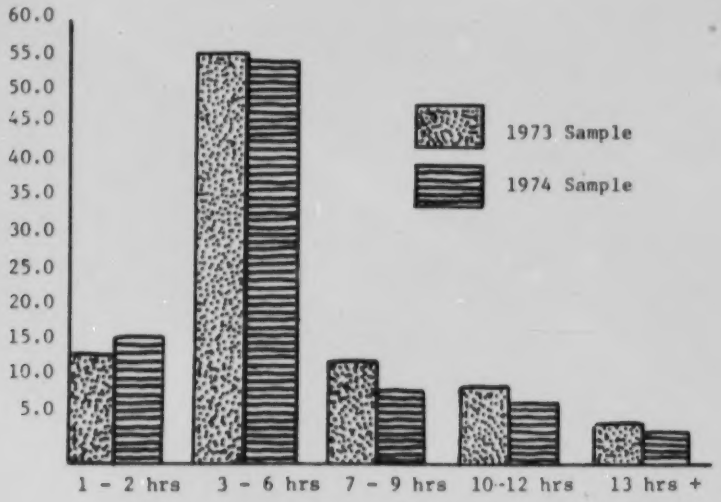


Figure 8

Comparison of Response
Hours of Daily TV Set Operation
1973 Sample vs. 1974 Sample

When hours of daily TV set operation in PBS viewing households sampled in 1974 are contrasted with those in non-PBS viewing households, differences are apparent. Until the interval of 10-12 hours, proportionately more PBS viewers indicate their TV sets operate from three to nine hours daily (71.8 percent compared with 60.0 percent). Fewer (13.7 percent) PBS viewers operate their sets one to two hours daily compared with non-PBS viewers (21.9 percent). Figure 9 on the following page.

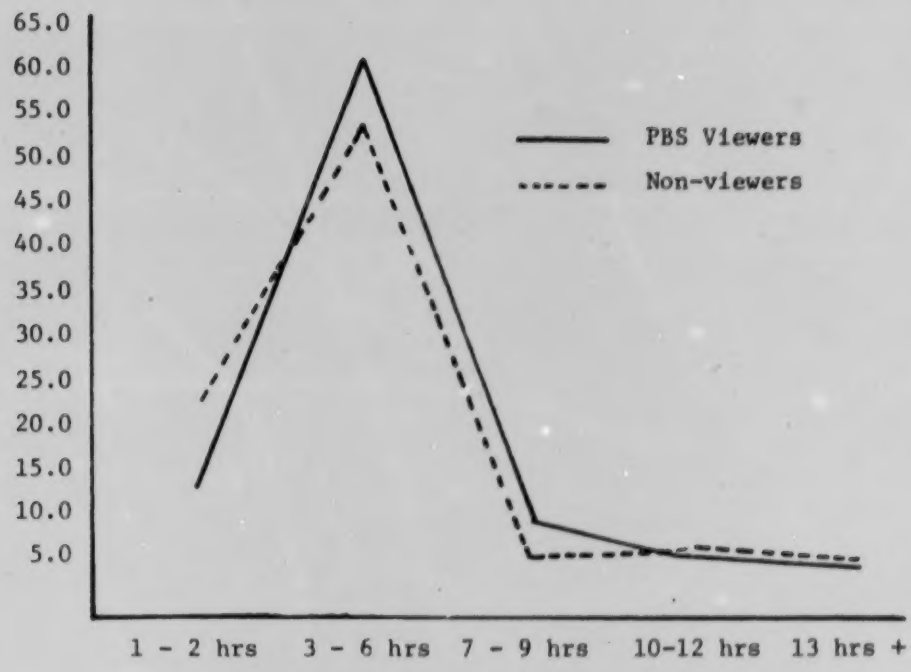


Figure 9

Comparison of Response:
Hours of Daily TV Set Operation
PBS Viewers vs. Non-viewers

Since the largest proportion of both PBS and non-PBS viewers indicated their television sets are turned on from three to six hours a day, we looked at the concentration of response within that time period. As Figure 10 illustrates, the response of nearly a third of the PBS viewers fall in the interval of 5 to 6 hours; responses of a quarter of those who do not view PBS also indicated the same amount of time. The only other interval where any difference in the frequency of response is apparent is that of "3 hours." Here, the percentage of those who do not view PBS is higher: 17.6 percent compared with 12.2 percent of PBS viewers.

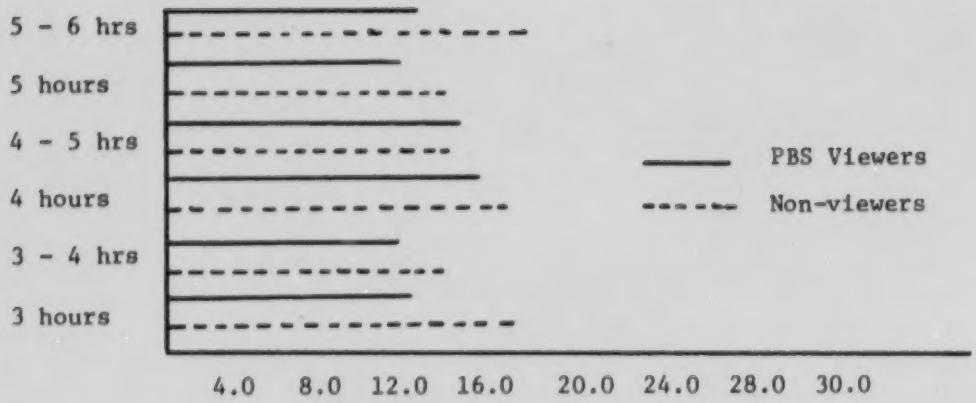


Figure 10

Comparison of Response
3 - 6 Hours of Daily TV Set Operation
PBS Viewers vs. Non-viewers

The KOCE Viewing Audience

Table XX compares the geographic distribution of KOCE viewers* identified in the 1974 survey with that of both the 1974 sample and the actual population.

*As an operational definition, a "KOCE viewer" is a respondent who reported watching at least one program broadcast by the station.

	Distribution of Orange County Population	Distribution of 1974 Sample	Distribution of KOCE Viewers
	%	%	%
East Central	18.5	18.4	18.0
North County	11.7	11.8	13.0
South County	17.2	21.7	15.7
North Coast	17.6	16.3	20.7
West County	10.1	9.8	9.2
West Central	20.8	17.7	17.1
N. Costa Mesa/ S. Santa Ana	4.1	4.3	6.3
	100.0	100.0	100.0

Table XX

Geographic Distribution of Response
KOCE Viewers in Orange County

1974 Sample

According to the data obtained in the 1974 survey, then, proportionately more KOCE viewers are located in the north, the north coastal, and the S. Santa/N. Costa Mesa areas of Orange County. The areas designated as "North Coast" and "S. Santa Ana/N. Costa Mesa" are within the Coast Community College District. Proportionately more respondents in these areas were also able to identify KOCE (Table XIII, page 24). Areas in which the proportion of KOCE viewers was less than that of the general population are southern and west central Orange County. The remainder of the county--the east central and western regions--have a KOCE viewing audience proportionate to the general population.

UHF Reception: KOCE Viewers vs. Non-viewers

Information provided in our initial survey indicated that more of the respondents who view KOCE perceived no difference in reception level between UHF and VHF than did those who do not watch KOCE. In 1974, more of the entire sample said that there was no difference between the two

frequencies. When divided between KOCE viewers and non-viewers, the response showed a greater increase on the part of the KOCE viewers.

	KOCE VIEWERS		NONVIEWERS OF KOCE		COMBINED CATEGORIES	
	1973 n= 657	1974 n=1,061	1973 n=2,216	1974 n=2,624	1973 n=2,873	1974 n=3,874
Level of Reception:	%	%	%	%	%	%
UHF Best	4.4	4.0	3.7	3.2	3.9	3.4
VHF Best	64.4	55.4	74.0	61.5	71.8	59.8
No Difference	29.2	35.2	19.9	22.6	22.0	26.1
No Data Recorded	2.0	5.4	2.4	12.7	2.3	10.7
Totals	100.0	100.0	100.0	100.0	100.0	100.0

Table XXI

Quality of Reception:
KOCE Viewers vs. Nonviewers
1973 Sample & 1974 Sample

Cable Subscription: KOCE Viewers vs. Non-Viewers

The increase in cable subscription activity reflected by the 1974 sample is distributed according to whether the respondents are viewers of KOCE. Table XXII below. Based on the information presented on pages 32 and 33, we can conclude that the overall increase in the proportion of respondents who have cable service comes almost entirely from persons sampled in southern Orange County.

	KOCE Viewers %	Nonviewers of KOCE %	
Cable subscription	1.0	5.6	6.7
No subscription	21.5	69.9	91.4
No response	.3	1.6	1.9
	22.9	77.1	100.0

Cable Subscription Activity
1973 Response
(n= 2,873)

	KOCE Viewers %	Nonviewers of KOCE %	
Cable subscription	2.5	11.8	14.3
No subscription	22.5	53.2	75.7
No response	2.6	7.4	10.0
	27.6	72.4	100.0

Cable Subscription Activity:
1974 Response
(n= 3,847)

Table XXII

Comparison of Response
Cable Subscription Activity
1973 & 1974 Samples

Hours of Daily TV Set Operation: KOCE Viewers

Data presented on page 34 indicate that a greater proportion of respondents who view public television operate their sets for longer periods (up to the interval of 10-12 hours) during the day. While we have compared the responses of PBS viewers with those who do not watch PBS, then, we were interested in learning whether, within the category of those who watch PBS stations, there was any difference in response between KOCE viewers and other PBS viewers. ("Other PBS viewers" refers of course to KCET-viewing respondents.)

Figure 11 below illustrates the response of these three groups. Based on these data, it seems apparent that television sets in the households of KOCE-viewing respondents are operated for longer periods of time during the viewing day than are sets in other respondent households.

Although these differences in response are by no means substantial, they represent a definite change in the frequency of response which was recorded in the 1973 survey. The number of hours of daily TV set operation on the part of KOCE viewing and non-viewing households from the earlier sample were compared with their 1974 counterparts. As Table XXIII shows, there is an increase in the frequency of response at the interval of 1-2 hours.

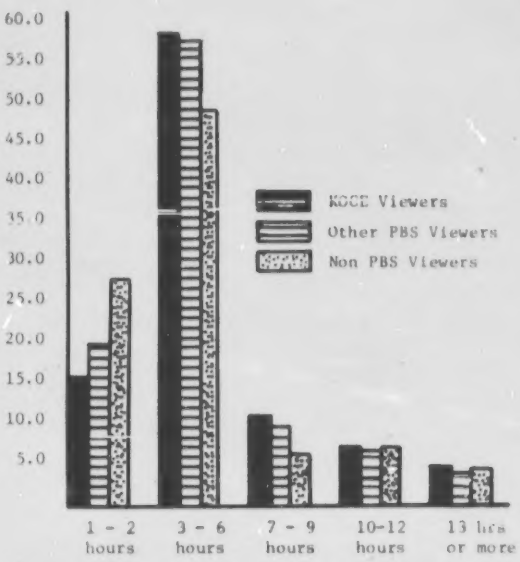


Figure 11

Comparison of Response
Hours of Daily TV Set Operation
KOCE Viewers, Other PBS Viewers, Non PBS Viewers

The rate of increase is 25.4 for the KOCE viewing group, 57.5 percent for for the respondents who do not watch KOCE. Thus, within the already noted decrease of TV set operation, the decline is greater on the part of non-viewers of KOCE. Table XXIII, below.

Hours of TV Set Operation	KOCE VIEWERS 1973 Sample (n= 657)	KOCE VIEWERS 1974 Sample (= 1,061)	NON-VIEWERS OF KOCE 1973 Sample (n= 2,261)	NON-VIEWERS OF KOCE 1974 Sample (n= 2,624)
	%	%	%	%
1 - 2 hrs	12.6	15.8	14.6	23.0
3 - 6 hrs	55.9	58.2	57.1	53.6
7 - 9 hrs	15.7	10.4	12.5	7.7
10- 12 hrs	9.9	6.4	8.6	6.2
13 hrs +	4.7	4.5	4.8	4.0
No data recorded	1.2	4.7	2.4	5.5
Total	100.0	100.0	100.0	100.0

Table XXIII

Comparison of Response
Hours of Daily TV Set Operation
KOCE Viewers vs. Non-viewers
1973 & 1974 Samples

Two factors to look at in connection with these data are any differences in number of television sets and the number of households with children between KOCE viewing respondents and non-viewers of KOCE. (Data on the number of households with children present are discussed on pages 44 and 45.)

Although the distribution of response for TV set ownership has remained the same between the 1973 and 1974 samples, proportionately more KOCE viewers continue to have more than one TV. Table XXIV on next page.

TV SET OWNERSHIP	KOCE VIEWERS 1973 Sample (n= 657)	KOCE VIEWERS 1974 Sample (n=1,061)	NON-VIEWERS OF KOCE 1973 Sample (n=2,261)	NON-VIEWERS OF KOCE 1974 Sample (n=2,624)
	%	%	%	%
Households Having:				
1 TV Set	38.2	36.6	45.2	45.5
2 TV Sets	39.9	40.3	39.2	39.1
3 TV Sets	15.4	14.8	10.0	11.2
4 TV Sets	3.3	3.9	2.2	2.8
More than 4	1.2	1.3	1.6	1.4
No Data Recorded	2.0	3.1	1.8	-
	100.0	100.0	100.0	100.0

Table XXIV

Comparison of Response
TV Set Ownership
KOCE Viewers vs. Non-viewers
1973 & 1974 Samples

In what other ways can KOCE viewers be distinguished from non-viewers? In the following pages, responses to certain areas of questioning are distributed between the two groups for both surveys.

Level of Education: Head of Household

In discussing demographic data earlier in the report, we noted that the number of respondents in the 1974 survey who either declined to answer the question regarding level of education or refused to complete the survey made comparisons between samples unreliable. Taking into consideration the lack of available data on the response (6.8 percent for KOCE viewers and 11.2 percent for non-viewers), we found that 66.4 percent of the heads of households in the 1974 KOCE viewer sampling had some college education in their background. Fifty-eight percent of the heads of households in the non-viewers of KOCE group met the same condition. And, as there is so little difference in the frequency of response, so is there little difference in the average number of college years completed

by heads of households within each group. The mean level of education for KOCE-viewing heads of households is 15.2 years and 15.0 years for their counterparts who do not view KOCE.

When the criterion for selection is PBS viewing rather than simply viewing KOCE, there is a much greater difference in the frequency of response. Levels of education for heads of households for these two groups are illustrated in Figure 11. When summarized, they show that 64.8 percent of those in the PBS viewing households have some college in their background compared with 43.5 percent of the households where PBS is not viewed. The mean level of education for the latter group is 14.9 years.

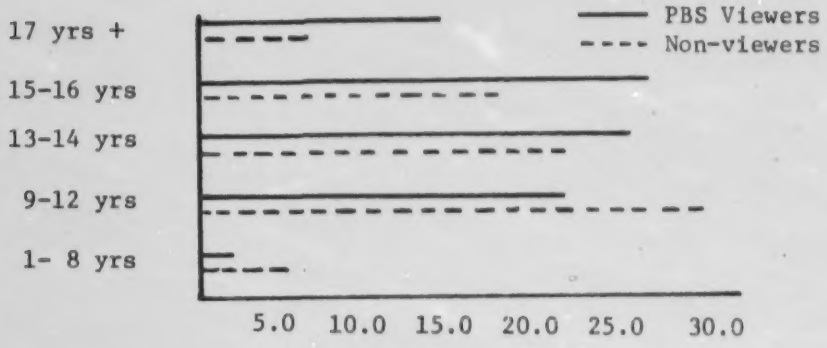


Figure 12

Comparison of Response
Level of Education for Heads of Households
PBS Viewers vs. non-PBS Viewers
1974 Sample

Occupation: Head of Household

As with level of education, the frequency of response with regard to occupation of the head of household shows a greater difference when distributed by the criterion of PBS viewing rather than KOCE viewing. More

PBS viewing heads of households tend to be professional people or to have jobs of a proprietorial/managerial nature. When compared with heads of households who do not view PBS stations, fewer are skilled or unskilled laborers or retired. Table XXV below.

Occupation of Head of Household	PBS Viewers (n= 2,704) %	Non-Viewers of PBS (n= 1,125) %
Self-employed	8.2	5.1
Professional	19.2	10.4
Proprietorial/ Managerial	11.0	7.4
Sales/Clerical	9.9	8.7
Technician/ Paraprofessional	8.1	6.9
Govt. Employee	6.5	4.9
Skilled Labor	12.5	15.8
Unskilled Labor	2.6	4.5
Armed Services	.5	1.3
Homemaker	.7	.4
Fine/Creative Arts	.6	.5
Not currently employed	2.6	2.7
Retired	9.1	15.3
Other	1.8	2.3
Decline to state	2.7	4.9
No data recorded	4.0	8.9
Total	100.0	100.0

Table XXV
Comparison of Response
Occupation of Head of Household
PBS Viewers vs. Non-viewers of PBS
1974 Survey

Age, Sex, and Ages of Children

In the 1973 survey, respondents were not asked the age of the head of the household. We distributed the 1974 response according to whether the respondent was a KOCE viewer, a PBS station viewer (but not of KOCE), or not a PBS viewer. As Figure 13 on the next page demonstrates, the age of more heads of our sample households is between 31 and 50 years with a

slightly greater concentration in the 31 to 40 category. When distributed according to viewing condition, the data indicate that proportionately more heads of PBS viewing households are in their 30's and 40's. Fifty percent of those in the KOCE viewing group and 48.8 percent of other PBS station viewers were in their 30's and 40's, compared with only 36 percent of the nonviewers.

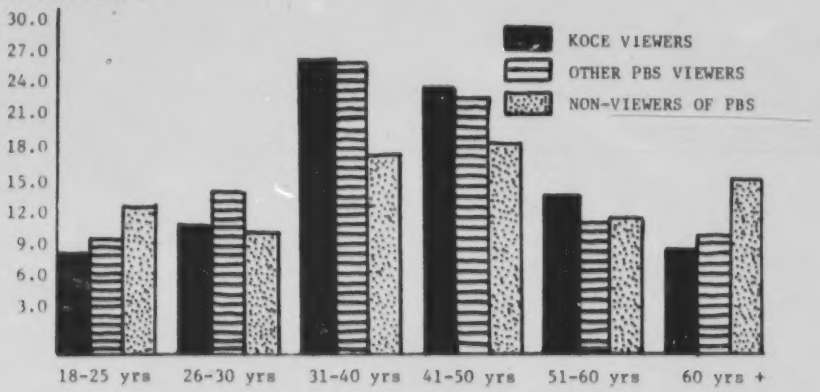


Figure 13
Distribution of Response
Age: KOCE Viewers, Other PBS Viewers, Non PBS Viewers
1974 Survey

The proportions of the sample who are male and female remain virtually the same when distributed by viewing condition. Twenty-seven percent of all respondents were male and 70.6 were female. The sex of nearly 10 percent of the 1973 respondents was not determined, but the available data (64.5 percent of the respondents were women, 25.7 were men) indicate no important changes in the proportions of men and women contacted in 1974.

Earlier in the report on page 14 we noted that more respondent households in 1974 had children than did those contacted in 1973, and that of these, more had children under the age of 18. While data was not gathered for the 1973 sample in a way that allows comparison between the two surveys with respect to categories of age for children under 18, we are able to distribute this response among KOCE viewing households,

households that watch other PBS stations, and those that do not view PBS. Table XXVI below.

HOUSEHOLDS HAVING:	% OF HOUSEHOLDS MEETING CONDITION	KOCE VIEWERS	OTHER PBS VIEWERS	NON VIEWERS
	%	%	%	%
Children under 18	43.8	49.9	52.7	32.1
Children between 18-25 only	13.6	14.7	13.8	12.5
Children over 25	8.0	7.3	8.0	8.6
No children	23.8	19.8	21.7	30.9
Decline to state	2.0	1.1	1.5	3.6
No data recorded	8.8	7.2	7.7	12.3
Total	100.0	100.0	100.0	100.0

Table XXVI

Comparison of Response
Children in Sample Households:
KOCE Viewers, Other PBS Viewers, Nonviewers
1974 Survey

As the table indicates, similarity between KOCE viewing and other PBS viewing households is great, but between these two groups and households in which PBS stations are not viewed, there is a much greater difference in the frequency of response. Only 32 percent of the latter group have children under the age of 18; another 31 percent have no children at all.

We then looked at households with children (of any age) present and found that 42 percent of those in which PBS is not watched have children aged 14 and above. Thirty-five percent of the KOCE viewing households and 32 percent of other PBS viewing households have children in this age bracket. Figure 14 on the next page shows the distribution of response.

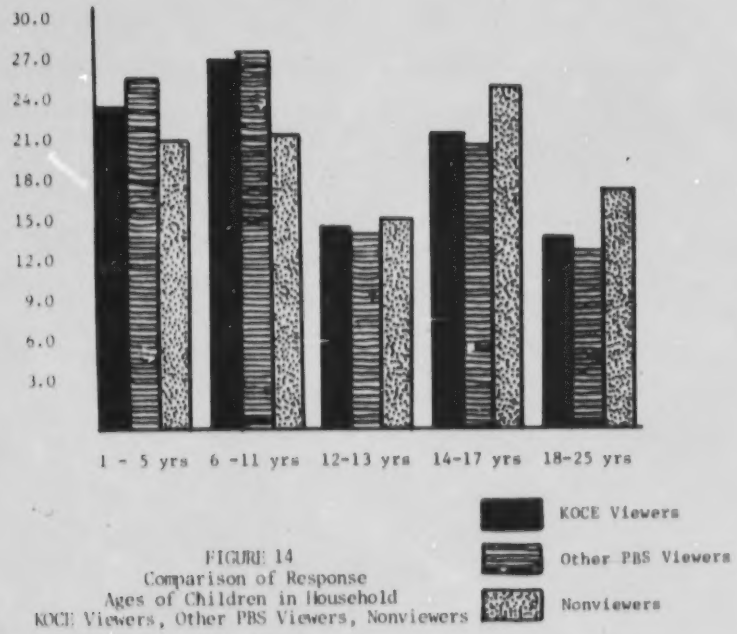


FIGURE 14
Comparison of Response
Ages of Children in Household
KOCE Viewers, Other PBS Viewers, Nonviewers
1974 Survey

Sources of Orange County News

Because a number of respondents in the 1973 survey had difficulty in choosing a single source of news about Orange County, the questionnaire was therefore expanded to permit a more accurate response. In Table XXVII on the next page, the response is distributed between KOCE viewers and non-viewers for both years of the survey. Their responses can be compared by adding to a category that contains a single source of information additional multisource categories in which the single source is again used. Thus in the category of "Newspaper" as a source of Orange County news, 62 percent of KOCE viewers sampled in 1974 regard a newspaper as a main source of available information* about the county. This figure

*Although we made no provision in the questionnaire to record such information, the majority of respondents volunteered the opinion that coverage of Orange County news, regardless of the particular medium, was not very good, at least when compared with media news coverage of Los Angeles.

may be compared to 55.3 percent of those who do not view KOCE. Proportionately more viewers than non-viewers from both surveys mentioned a newspaper, but response in this category is less frequent for both viewers and non-viewers in 1974.

Television as a source of local news was the only other category to receive a sizable response. The increase in frequency with which it was cited by the 1974 sample is 26.5 percent. When the response is distributed between KOCE viewers and non-viewers, slightly fewer respondents in the former category continue to regard television as a main source of information about Orange County.

Difference in the frequency of response is, again, greater when the sample is divided into PBS viewers and non-viewers. Sixty percent of the PBS viewing respondents said a newspaper compared with 50 percent of the non-viewers. One-fourth of the PBS viewers mentioned television as a source of local news, while 31 percent of the non-viewers did so.

Source of Information	KOCE Viewers 1973	KOCE Viewers 1974	Non-Viewers of KOCE 1973	Non-Viewers of KOCE 1974	Combined Categories 1973	Combined Categories 1974
N=	(657)	(1061)	(2216)	(624)	(2873)	(3685)*
Newspaper	68.6	53.3	65.2	43.5	66.0	46.2
Radio	5.5	4.6	7.9	6.0	7.3	5.6
TV	20.9	16.7	21.1	19.9	21.1	19.0
Conversation	2.7	3.7	2.7	2.4	2.7	2.8
Other	-	1.5	-	1.8	-	1.7
Newspaper & Radio	-	6.6	-	9.3	-	8.6
Radio & TV	-	4.0	-	5.7	-	5.3
All of first 4	-	2.1	-	2.5	-	2.4
No response	2.3	7.5	3.1	8.9	2.9	8.4
Total	100.0	100.0	100.0	100.0	100.0	100.0

*Data on KOCE viewership was not recorded for 162 respondents.

Table XXVII

Comparison of Response
Source(s) of Information About Orange County
KOCE Viewers vs. Non-viewers
1973 & 1974 Samples

KOCE Viewer Profile

Data obtained in the 1973 Audience Analysis Telephone Survey enabled us to describe KOCE viewers as typically of professional or proprietorial occupations, having completed more than a high school education, and having children in the household under 18 years of age. They were likely to have more than one television set and were of the opinion that VHF stations are easier to receive than are UHF. They got most of their Orange County news from newspapers and did not subscribe to cable TV service.

In general, the profile for KOCE viewing respondents did not differ markedly from that of respondents who did not watch KOCE. The fact that KOCE viewers as a group were found more frequently in professional occupations, had more years of college, and so forth, could not be used to clearly differentiate it from that part of the sample who did not view KOCE. The summary of KOCE viewers in the initial report concluded with the comment that "The follow-up telephone canvass...may, if these slight differences persist or increase in magnitude, provide data that can be adequately used for this purpose" (i.e., differentiate KOCE viewers from non-viewers).

In this section of the report, we have looked at the data provided by the 1974 survey and compared responses in the areas mentioned above. And, while we have noted the continuation of certain factors that describe the KOCE viewer, it has been through information obtained by comparing responses of PBS viewers and non-viewers of PBS that a more distinct profile of the public television audience is emerging.

Differences labeled "slight" when based on a distribution between KOCE viewers and respondents who do not watch KOCE not only persist, but are of much greater degree when the latter group is divided into other PBS viewers and those who do not watch PBS at all. These differences are summarized below.

Education: Heads of PBS viewing households are more likely to have attended college. In the 1974 survey, 64.8 percent of this group indicated the presence of education beyond high school compared with 45.5 percent of the respondents who do not view PBS. Within the PBS viewing group, proportionately more heads of KOCE viewing households had attended college than had other PBS viewers: 66.4 percent versus 58 percent. The mean number of years for members of each group who had attended college was virtually the same (15.2 years for KOCE viewing heads of households, 15.0 for other PBS viewers, and 14.9 for those who are not PBS viewers). We can conclude, then, that the *amount* of college present in one's educational background is not an important factor in differentiating the public television audience. What does seem significant is the presence of any college in the viewer's background.

Occupation: Heads of PBS viewing households, according to data obtained in the 1974 survey, are nearly twice as likely to have occupations of a professional or proprietorial nature. Proportionately less from this group hold jobs in the areas of skilled and unskilled labor.

Age and Sex: Nearly half the heads of households in the PBS viewing group are in their 30s or 40s; little more than a third of those in the non-viewing group are of this age group. Since we did not ask the age of heads of households during the previous survey, there is no frame of reference within which we can comment on this particular factor. The

majority of respondents continue to be women, but there were no important differences in the proportions of men and women between PBS viewing and non-viewing groups.

Children in Household: Approximately half of all PBS viewing households sampled have children under the age of 18, while only 32 percent of those in the non-viewing category do. More households (30 percent) in this group have no children--of any age--than do those of the PBS viewing group (20 percent).

Areas remain, of course, where it is essential to differentiate the KOCE viewing group from all other respondents. This kind of distribution has enabled us to locate KOCE viewers within particular regions of Orange County and to observe that a heavier concentration of respondents who view the station reside in areas within the Coast Community College District.

Proportionately more KOCE viewers perceive no difference in quality of reception between UHF and VHF, and that percentage is growing. The frequency of response for this condition within the KOCE viewing group has increased at a rate of 20 percent.

KOCE viewers have been shown in both surveys to own more television sets than do other respondents and to operate these sets for longer periods during the viewing day. Although amount of set operation is, of course, not the equivalent of actual viewing, the inference that more TV set operation means greater potential viewing is pretty plain.

In the following sections of this report, we will discuss programming information furnished by respondents for both KOCE and KCET. These data are organized by frequency of mention for individual programs, by program categories, and on a comparative basis between respondents from each

survey.

Program Mentions

We obtained PBS program information from respondents--as we did PBS station identification--on an unaided recall basis. The fact that there was no list of programs from which respondents could choose accounts for several program mentions by topic rather than by specific title.

Seventy-eight percent of the 2,445 respondents who view KCET furnished us with names or types of programs; 61.0 percent of the 984 who view KOCE provided similar information. Figure 15 below illustrates the proportion of respondents from whom we obtained one program mention, two program mentions, and so forth. Shown for both KCET and KOCE, the data indicate that more respondents were able to name one program only that they had seen on KOCE. Fifty-eight percent of all who could provide program information fell into this category compared with 37.6 percent on KCET.

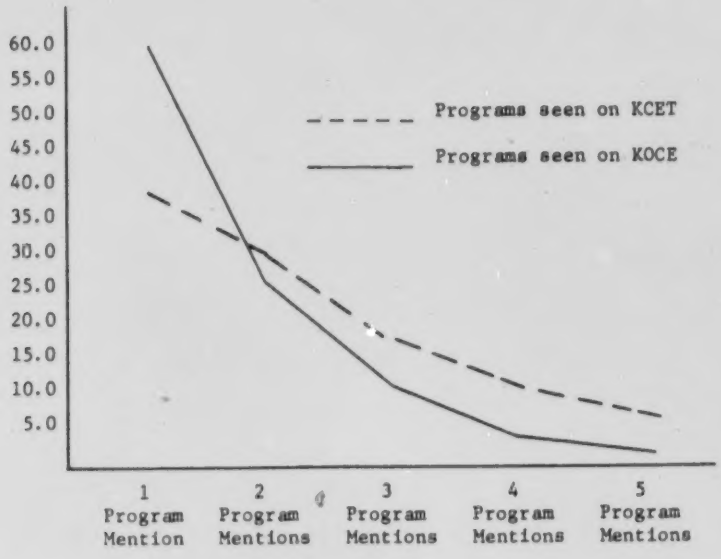


Figure 15

Comparison of Response:
Number of Program Mentions Provided by Respondents,
KOCE Mentions vs. KCET Mentions

Of the programs most frequently mentioned by the 1974 sample, three were not being aired during the time of the first survey: *Dig It, Sewing (Connie's Clothing Corner)*, and *Anthropology (Dimensions in Cultures)*. The latter two are television courses. Television courses continue to be among the most frequently mentioned programs for KOCE and constitute 10.5 percent of the total program mentions (see Appendix F).

Most Frequently Mentioned Programs: KCET

Ninety-five percent of the 2,580 KCET viewers were actual respondents.* Seventy-eight percent of this group provided program information resulting in a total of 6,172 mentions for 91 programs (see Appendix G). Table XXVIII below shows the 15 most frequently mentioned programs from each survey.

1973 Survey			1974 Survey		
Program Title	No. of Mentions	% All Pgm. Mentions	Program Title	No. of Mentions	% All Pgm. Mentions
Sesame Street	521	33.3	Sesame Street	1,173	19.0
Mister Rogers	174	11.1	Electric Company	471	7.6
Electric Company	102	6.5	Mister Rogers	425	6.9
Masterpiece Th.	72	4.6	Boston Pops	345	5.6
Watergate	66	4.2	Specials	328	5.3
Hodge Podge Lodge	55	3.5	Masterpiece Th.	311	5.0
Boston Pops	51	3.2	Plays, dramas	288	4.6
Specials	44	2.8	Zoom	221	3.6
Plays	29	1.8	Concerts	216	3.5
Henry VIII	27	1.7	Movies	127	2.0
Musicals	25	1.6	Henry VIII	115	1.9
American Family	23	1.5	TV Guide Sel.	92	1.5
Dramas	23	1.5	America (Cooke)	90	1.5
Movies	20	1.3	Upstairs, Downstairs	85	1.4
Concerts	19	1.2	Discussion Programs	85	1.4
Proportion of All Program Mentions	1,251	79.8	Proportion of All Program Mentions	4,372	74.3

Table XXVIII

15 Most Frequently Mentioned Programs for KCET
1973 & 1974 Surveys

*As opposed to others in a respondent's household who viewed KCET.

In Appendices F and G are complete listings, for KOCE and KCET respectively, of all programs mentioned as having been seen by respondents. The tables include the number of times each program was mentioned, the number of times respondents indicated the program was regularly viewed, and whether the program was seen by the respondent only or by other members of the household as well.*

Most Frequently Mentioned Programs: KOCE

Of the 1,061 KOCE viewers identified, 984 were actual respondents. From 600 of this group, we obtained a total of 1,103 mentions for 69 different programs (either by name or by topic). Table XXIX lists the 15 most frequently mentioned programs by the 1973 and 1974 samples and the percentages these programs constitute of all programs identified as having been seen on KOCE.

1973 Survey			1974 Survey		
Program Title	No. of Mentions	% All Pgm. Mentions	Program Title	No. of Mentions	% All Pgm. Mentions
Sesame Street	48	13.9	Art/Oil Painting	110	9.8
O. C. Focus	23	6.7	Sesame Street	95	8.5
Psychology**	20	5.8	Evening at the Pops	89	7.9
Discussion Programs	11	3.2	TV Guide Sel.	77	6.9
Watergate	9	2.6	O. C. Review	52	4.6
Consumer Contest**	9	2.6	Sewing**	49	4.4
Art/Oil Painting	9	2.6	O. C. Focus	31	2.8
Masterpiece Th.	9	2.6	Anthropology**	31	2.8
Electric Company	9	2.6	Masterpiece Th.	24	2.1
Mister Rogers	8	2.3	Dig It	22	2.0
Ballet Programs	7	2.1	Horticulture	22	2.0
Boston Pops	6	1.8	Electric Company	21	1.8
Law Course**	5	1.4	Psychology**	18	1.6
History Programs	5	1.4	Mister Rogers	13	1.1
Zoom	5	1.4	Community Action Programs	11	1.0
Proportion of All Program Mentions	183	53.0	Proportion of All Program Mentions	665	59.3

Table XXIX

15 Most Frequently Mentioned Programs for KOCE
1973 & 1974 Surveys

*"Other members of the household" refers to an undetermined number of viewing others; our concern was to verify simply the presence or absence of other viewers in the case of each program mentioned.

**TV course

An interesting difference between the programs most frequently mentioned for each station concerns children's programming. On KCET, the four children's programs--*Sesame Street, Electric Company, Mister Rogers,* and *Zoom*--mentioned by respondents constituted 52.4 percent of the program mentions which make up the 15 most frequently identified programs and 37 percent of all program mentions for the station itself.

While three of these programs--*Sesame Street, Electric Company,* and *Mister Rogers*--were also mentioned frequently enough by KOCE viewers to be ranked among the top 15 for that station, the number of mentions totaled only 19.4 percent of the programs most often cited, or 11.4 percent of all programs mentioned for KOCE.

For the 1973 survey, we grouped programs mentioned by the respondents into program categories. The size of each category was determined by the number of times a program within it was identified. Changes in the ranking of these categories for both KOCE and KCET program mentions are illustrated in the following figures. Percentage increases or decreases are then compared in Table XXX.

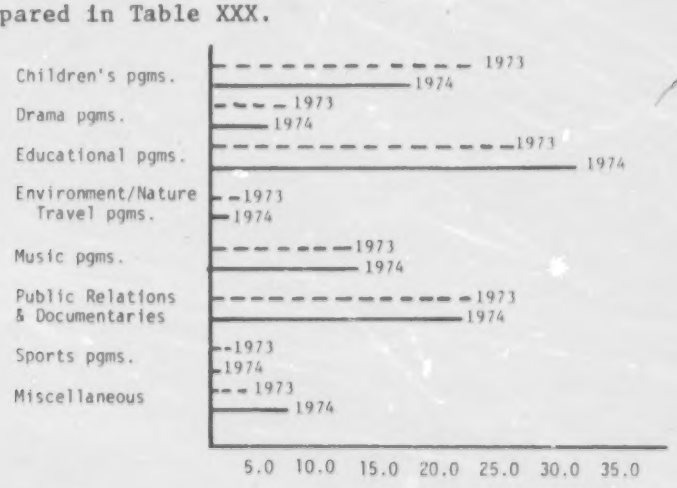


Figure 16
Distribution of KOCE Program Mentions
By Program Category
1973 & 1974 Surveys

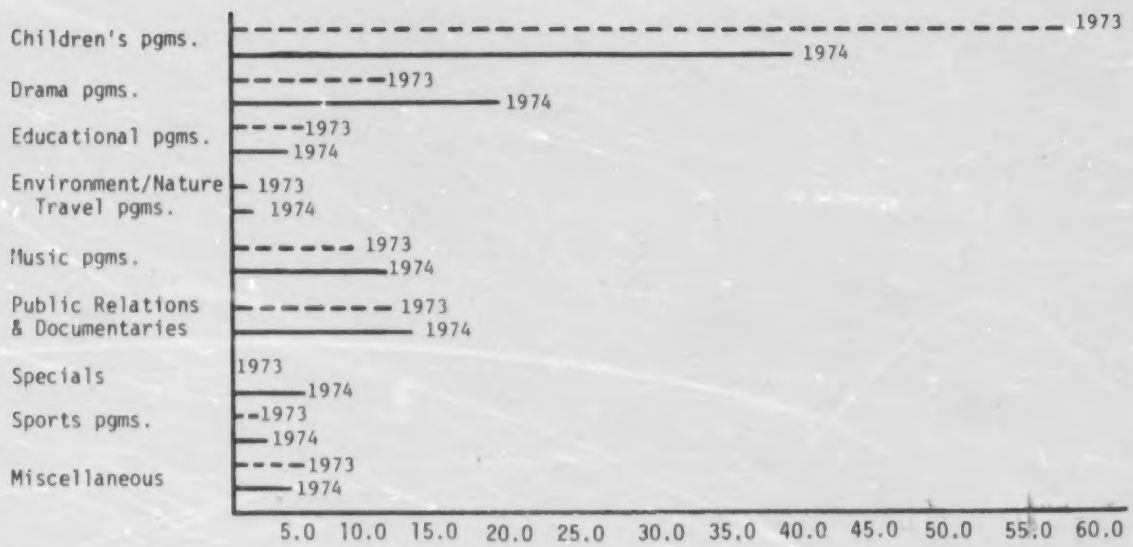


Figure 17

Distribution of KCET Program Mentions
By Program Category
1973 & 1974 Surveys

KOCE Program Category	Percentage Increase/Decrease		KCET Program Category	Percentage Increase/Decrease	
Children's Programs	-	24.0	Children's Programs	-	30.9
Drama Presentations	-	26.0	Drama Presentations	73.9	-
Educational/How To	24.2	-	Educational/How To	-	7.2
Environmental/Nature Travel Programs	-	20.0	Environmental/Nature Travel Programs	-	44.4
Miscellaneous	114.0	-	Miscellaneous	-	19.6
Music	3.7	-	Music	40.2	-
Public Relations/ Documentaries	-	11.7	Public Relations/ Documentaries	18.4	-
Specials	-	-	Specials	100.0	-
Sports	-	17.6	Sports	62.5	-

Table XXX

Comparison of Percentage Change
Between 1973 & 1974 Program Categories
for KOCE & KCET

Figures 16 and 17 indicate that respondents from both surveys mentioned programs within the categories of "Public Relations/Documentaries" and "Educational" more often in connection with viewing on KOCE than on KCET. This has remained true despite the fact that information gathered during the latter survey reflects a percentage increase in KCET-related mentions of programs within "Public Service/Documentaries" and a decrease in mention for KOCE-related programming in the same category. In the area of educational programming the frequency of mention in connection with KOCE has increased by nearly 25 percent, while the frequency of KCET-related mentions has declined by 7 percent.

In the field of light entertainment proportionately more respondents in 1975 mentioned musical programs in connection with both stations. While the rate of increase for KCET-related program mentions is greater than that for KOCE, a larger percentage of respondents had named programs of a musical nature for KOCE to begin with. Dramatic fare, mentioned less often in connection with KOCE than with the Los Angeles station, was cited even less frequently for KOCE in 1974 (a decrease of 26 percent). Frequency of mention for this type of programming on KCET, however, increased some 74 percent over that of the previous year.

Even though children's programs were mentioned less often in connection with both stations, KCET-related mentions were still twice as frequent when compared with those for KOCE. Comparison of ages of children in viewing households might be one way of explaining the overall decrease in the frequency of mention for this type of programming. However, while we know that more households having children under 18 were contacted in 1974 (see Figure 4, page 14), we cannot compare the distribution of age below that of the 14 - 17 year category. The fact that only 12 percent of all households having children under the age of 18 which were contacted in 1973 had children in the 14 - 17 year bracket and 25.2 percent in 1974 were in this category is a fairly clear indication that less

children's programs were mentioned in the latter survey because the sample contained fewer households with young children. Nevertheless, the viewing pattern identified in 1973 has continued: Respondents who watch public television look to KCET as a source of children's programming to a greater extent than they do to KOCE.

Because we did not ask respondents to name programs seen on either station within a specific limitation of time (e.g., "Can you name any programs you have seen...within the last month?"), we cannot make comparisons between programs scheduled during the times the surveys took place and responses concerning programs viewed. We are able, however, to show the changes in (categories of) programming for KOCE* between the periods of the two surveys. Table XXXI summarizes, on a quarterly basis, categories of KOCE programming activity from July, 1973 to December, 1974. As it shows, programs of an educational nature consumed over 80 percent of the broadcasting hours during fall, 1974--a 68 percent rate of increase over the amount of educational programming during the same period the previous year. Conversely, programming devoted to public affairs, the performing arts, and entertainment has decreased.

*Comparable information for KCET was not available.

KOCE PROGRAMMING CATEGORIES	1973 July 1 - Sept. 30	1973 Oct. 1 - Dec. 31	1974 Jan. 1 - March 31	1974 April 1 - June 30	1974 July 1 - Sept. 30	1974 Oct. 1 - Dec. 31
	%	%	%	%	%	%
EDUCATION						
1. General						
Children - PBS	30.2	23.7	23.9	21.4	22.9	17.6
Children - Other	-	-	.4	-	.5	2.0
Adult - PBS	9.8	11.9	8.6	9.3	15.5	13.9
Adult - Other	-	5.7	6.8	4.1	26.6	1.4
Adult - Local	-	-	1.8	4.0	4.9	1.4
Total	40.0	41.3	41.5	38.8	70.4	36.6
2. Higher						
Local	.8	10.1	14.1	10.6	2.5	23.7
Consortium	8.2	14.4	8.0	11.0	8.1	14.7
Other	-	-	1.2	7.0	-	-
Total	9.0	24.5	23.3	28.6	10.6	38.4
ITV	-	-	7.7	8.9	1.3	7.5
TOTAL EDUCATION	49.0	65.8	72.5	76.3	82.3	82.2
PUBLIC AFFAIRS						
PBS	7.9	5.0	5.4	4.9	1.6	3.5
Other	-	1.8	1.4	8.5	7.5	6.2
Comm./Local	12.5	7.9	7.6	-	.2	.2
Total	20.4	14.7	14.4	13.4	9.3	9.9
PERFORMING ARTS						
PBS	20.9	12.7	10.9	10.3	6.2	6.6
Other/Local	2.3	.5	.1	-	-	-
Total	23.2	13.2	11.0	10.3	6.2	6.6
LIGHT ENTERTAINMENT						
PBS	7.4	5.6	2.0	-	2.2	1.3
Other/Local	-	.6	-	-	-	-
Total	7.4	6.2	2.0	-	2.2	1.3
TOTAL CULTURAL PROGRAMMING	30.6	19.4	13.0	10.3	8.4	7.9
ALL CATEGORIES	100.0	99.9	100.0	100.0	101.0	100.0

Table XXXI
Distribution of KOCE Programming
July 1, 1973 - December 31, 1974

TELEVISION COURSES

Awareness of Television Courses

Inasmuch as the broadcasting of televised college courses for credit is a major responsibility of KOCE, it is important to know the extent of awareness that such courses are available. Figure 18 below compares the distribution of response to the question, "Were you aware that Channel 50 broadcasts college courses that may be taken at home?" between the 1973 and 1974 surveys. Thirty-eight percent of those sampled in 1974 indicated they knew of the TV courses, a 24.8 percent rate of increase over the 1973 survey.

Also shown in Figure 18 are changes in response concerning the sample's initial sources of information about TV courses. Newspapers and mailed brochures are the two sources that reflect the greatest change in frequency of response. Identification of a newspaper as the initial source of awareness about TV courses is down nearly 42 percent in 1974; the rate of response with regard to mailed brochures is up 245 percent.

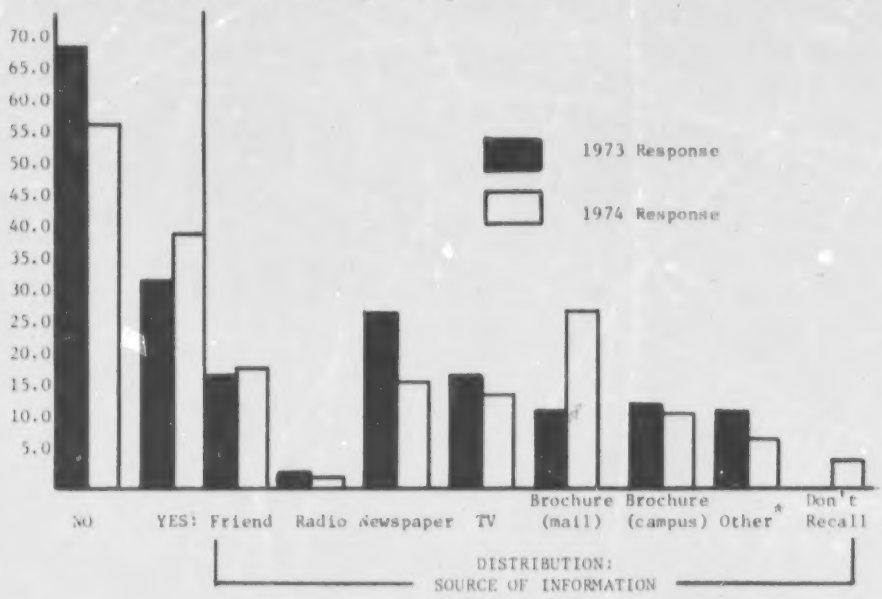


Figure 18
Comparison:
Initial Sources of Information About TV Courses
1973 Sample vs. 1974 Sample

The 1974-survey responses concerning major sources of information are distributed by geographic region in Table XXXII. Occupant brochures are mentioned most frequently in areas at least partially included in the Coast Community College District (South County, North Coast, West Central, and S. Santa Ana/N. Costa Mesa). Available statistics on District mailings of TV course brochures show that by the time of the initial Audience Analysis Survey in September 1973, a mailing of 170,000 had been distributed within the college district and to Garden Grove. At the time of the second survey (September 1973), an additional 340,000 brochures publicizing television courses had been mailed in the same areas.

Region	Proportion of All Respondents		Initial Source of Awareness About TV Courses			
					(Mail)	(On-Campus)
			TV	Newspaper	Brochure	Brochure
	n	%	%	%	%	%
E. Central	708	18.4	7.2	3.8	12.4	4.4
N. County	454	11.8	3.5	7.0	4.4	4.0
S. County	834	21.7	6.4	8.5	8.6	3.5
N. Coast	625	16.3	5.1	5.3	17.9	8.3
W. County	377	9.8	5.8	5.8	2.7	2.7
W. Central	682	17.7	4.4	5.0	11.3	4.4
S. Santa Ana/ N. Costa Mesa	166	4.3	6.6	4.8	16.9	9.6
Total	3,846	100.0				

Table XXXII

Regional Distribution of Response:
Major Sources of Information on TV Courses
1974 Survey

As one might suppose, more respondents identified as PBS viewers were aware that KOCE broadcasts TV courses than were non-viewers of PBS.

Forty-three percent of the 2,704 PBS viewers knew about TV courses compared with only 27.6 percent of the non-viewers. Sources of TV course information mentioned most frequently by non-viewers of PBS are "Friend" (22.3 percent), "Mail brochure" (21.9 percent), and "Newspaper" (16.8 percent). Within the PBS viewing group, more KOCE viewers are aware of TV courses: nearly 60 percent of these respondents knew about television courses.

Interest in Television Course Enrollment

When asked if they would ever enroll in a television course, respondents answered as follows:

	n	%
Would enroll in a TV course	894	23.3
Would not enroll in a TV course	1,663	43.2
Undecided	1,094	28.5
No data recorded	196	5.0
Total	3,847	100.0

Pursuing an interest in identifying characteristics of potential television course enrollees, we compared several of their responses with those of the sample who either expressed no interest in TV courses or who were undecided.*

As Figure 19 indicates, interest in taking television courses increases with the number of hours that television is operating in the home. Until the interval of "13 Hours or More" of daily TV set operation, responses of the "Undecided" group resemble those of the "Interested" group more closely.

*Provision was made in the questionnaire for responses such as "I don't know" or "maybe." These types of answers have been combined and labeled "undecided."

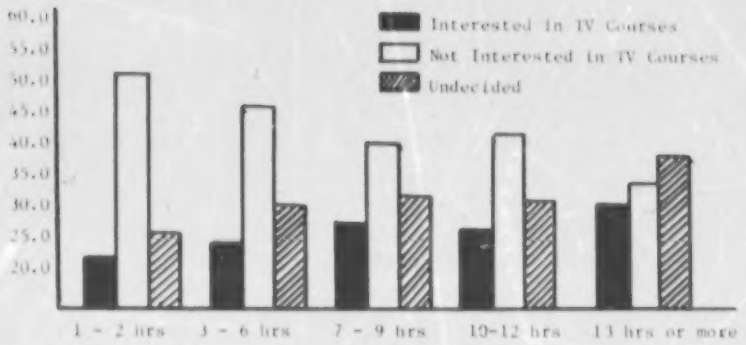


Figure 19
Interest in TV Courses:
Distribution According to Amount of Daily TV Set Operation
1974 Sample

Interest in television course enrollment is also influenced by previous exposure to a course. When attitudes toward course enrollment are distributed according to whether respondents had ever seen a television course, the percentage of those interested in enrollment was over twice as high on the part of those having previously seen (part of) a TV course. Table XXXIII below.

	Have Viewed TV Course(s)	Have Not Viewed TV Course(s)
	%	%
Would enroll in a TV course	44.8	21.2
Would not enroll in a TV course	26.2	44.8
Undecided	24.4	28.8
No data recorded	4.6	5.2
Total	100.0	100.0

Table XXXIII

Interest in TV Course Enrollment
Distribution According to Previous Course Viewing
1974 Sample

We then looked at the responses of the 8.5 percent of the sample who had indicated viewing at least part of a television course. When their attitudes toward future enrollment are distributed according to the

particular course they viewed, further differences in response are apparent. Table XXXIV below.

TV Course	n	No	Do Not Know	Maybe	Yes	No Response	Total
		%	%	%	%	%	%
Psychology	73	27.4	4.1	11.0	53.4	4.1	100.0
Geography	21	33.3	14.3	28.6	23.8	-	100.0
Law for the 70's	23	21.7	13.0	13.0	47.8	4.5	100.0
History of Art	51	31.4	7.8	25.5	35.3	-	100.0
Anthropology	34	17.7	5.9	11.8	52.9	11.7	100.0
Freehand Sketching	73	17.8	8.2	12.3	58.9	2.8	100.0
Sewing	85	21.2	8.2	16.5	47.1	7.0	100.0
Consumer Economics	34	20.6	2.9	23.5	50.0	3.0	100.0

Table XXXIV

Interest in TV Course Enrollment
Distribution According to the Particular Course Viewed
1974 Sample

Data gathered in other reports within the KOCE Needs Assessment project* indicated that television students from two different semesters gave a much lower evaluation for the TV course *Physical Geography* than they gave for other television courses. *History of Art* was also less favorably received compared to other TV course offerings. Thus, although we asked our 1974 telephone sample only to name a course they may have viewed (and not for any evaluation), that substantially fewer of the respondents who named either *Physical Geography* or *History of Art* indicated a willingness to enroll in a TV course seems to support the reactions of actual TV students.

Student Reaction to Television Courses, Fall Semester, 1973-1974 and *Student Reaction to Television Courses, Spring Semester, 1973-1974*

Of additional interest is the fact that the three TV courses that were identified by proportionately more potential enrollees (*Psychology, Anthropology, Freehand Sketching*) are all courses that were designed and produced by Coast Community College District. Components of these three courses were ranked from "good" to "excellent" by the majority of television students who participated in a variety of evaluation studies during the past year and a half. In yet another part of the KOCE Needs Assessment project--the 1974 Communication Patterns Survey--regular viewers of KOCE also cited these courses more often than any of the others that had been broadcast.

In Table XXXV following, attitude toward enrollment is further distributed according to previous awareness, presence of PBS viewership, and, within the latter category, viewership of KOCE and other PBS stations.

	Proportion of All Respondents		Would Enroll	Would Not Enroll	Undecided	No Response	Total
	n	%	%	%	%	%	%
Distribution No. 1							
Previous Awareness of TV Courses	1,428	32.1	32.1	37.7	29.7	.5	100.0
No Previous Awareness of TV Courses	2,155	56.0	18.9	50.0	28.9	2.2	100.0
Cannot Recall	57	1.5	15.8	59.6	19.3	5.3	100.0
Info. Not Recorded	207	5.4					
	3,847	100.0					
Distribution No. 2							
PBS Viewers	2,704	70.3	26.2	39.7	30.5	3.6	100.0
Non-Viewers	1,125	29.2	16.5	52.5	23.8	7.2	100.0
Info. Not Recorded	18	.5					
	3,847	100.0					
Distribution No. 3							
KOCE Viewers	1,061	27.6	30.7	34.8	31.5	3.0	100.0
Viewers of Other PBS Stations	1,643	42.7	23.3	47.8	30.6	3.3	100.0
Info. Not Recorded	207	5.4					

Table XXXV

Attitude Toward TV Course Enrollment
Distribution According to Selected Variables

1974 Sample

According to these data, respondents who were not aware that televised education is available through KOCE are less interested in taking a course. Of the majority of respondents who view PBS stations (70.3 percent), more than one-fourth indicated an interest in enrollment and an additional 30 percent were undecided. In contrast, over half those who do not view PBS said they had no interest in taking a TV course. When the responses of KOCE viewers are separated from those of other PBS viewers, KOCE viewers as a group seem more inclined toward future enrollment. Little more than a third of the KOCE viewers said no compared with nearly half (47.8 percent) of the other PBS viewers.

Other factors we considered in our effort to identify potential enrollees were those of sex, occupation, level of education, and presence of a college student in the respondent's household. Distribution of response by sex showed no difference in attitude toward TV courses between men and women. With regard to respondents' educational backgrounds, the concentration of interest in enrollment in found within the interval of 13-14 years of school. (Table XXXVI below). This finding agrees with data obtained in the 1974 Communication Patterns Survey, wherein interest in TV course enrollment was strongest among respondents with one or two years of college. In both surveys interest in enrollment decreased as the amount of education already achieved increased. Given the growing proportion of television students

	Would Enroll %	Would Not Enroll %	Undecided %	
1 - 8 yrs	.8	1.5	1.1	3.4
9 -12 yrs	5.4	11.9	8.9	26.2
13-14 yrs	5.5	5.6	5.4	16.5
15-16 yrs	2.2	3.9	2.7	8.8
17 yrs +	.6	1.2	.5	2.3
Decline/ No answer	8.7	19.2	9.8	37.7
	23.2	43.3	28.4	94.9
			No data recorded	5.1
				100.0

Table XXXVI
Attitude Toward TV Course Enrollment
Distribution by Level of Education
1974 Sample

who indicate they are taking TV courses primarily for personal enrichment,* however, the amount of formal education already obtained by an individual may not be so influential a factor in the decision to participate in this kind of learning experience.

As previous awareness of TV courses and viewing on PBS stations (particularly on KOCE) seem related to interest in enrollment, so does the presence of a college student in the household. While the difference in frequency of response is not great, there are nonetheless proportionately more respodents within whose households a member was currently attending college who indicated an interest in taking a television course. Figure 20 below.

In order to distribute the response by occupation, respondents were first divided into heads of households and those who were other than heads of households. Within the latter category, a division was then made among those who are homemakers, those who are employed outside the home, and those who fit neither category. Using only the criterion of head of household, proportionately more respondents who *are* heads of households indicated no interest in television courses. Forty-seven percent gave this response compared with 40 percent of those who were not heads of households. (See Table XXXVII on the following page).

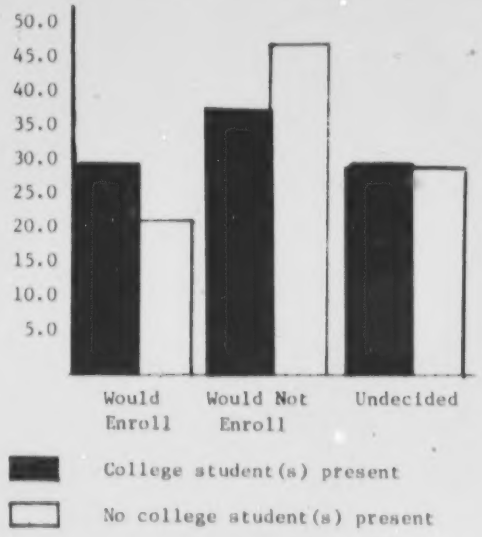


Figure 20
Respondent Interest in TV Course Enrollment: Distribution by Presence of College Student(s) in Household 1974 Sample

*41 percent of the 744 TV students sampled in spring semester 1974-1975 checked this reason.

OCCUPATION OF RESPONDENT	% of Sample		Would Enroll	Would Not Enroll	Undecided	No Response
	n	%	%	%	%	%
Head of Household						
Self-employed	76	2.0	25.0	44.7	27.6	2.7
Professional	215	5.6	26.5	41.9	26.1	5.5
Proprietorial/Managerial	104	2.7	26.9	38.5	27.9	6.7
Sales/Clerical	143	3.7	24.5	42.0	30.0	3.5
Tech/Paraprofessional	108	2.8	26.9	42.6	28.7	1.8
Government employee	59	1.5	18.6	39.0	37.3	5.1
Skilled Labor	152	3.9	25.7	41.5	27.0	5.8
Unskilled labor	49	1.3	26.5	42.9	30.6	-
Armed Services	7	.2	14.3	42.9	42.8	-
Homemaker	11	.3	27.3	54.5	18.2	-
Fine/Applied Arts	13	.4	38.5	46.1	15.4	-
Not Currently Employed	58	1.5	27.6	43.1	27.6	1.7
Retired	235	6.1	8.5	70.2	12.3	9.0
Other Than Head of Household						
Homemaker	1,184	30.8	23.3	43.1	30.4	3.2
Employed Outside the Home	758	19.7	27.7	36.2	31.9	4.2
Not Homemaker, Not Employed	134	3.5	25.4	37.3	37.3	-
Decline to State/ No Data Recorded	541	14.0				

Table XXXVII

Attitude Toward TV Course Enrollment
Distribution by Respondent Occupation

1974 Sample

As the table shows, heads of households who are retired show the least interest in enrollment. This finding also concurs with data from the 1974 Communication Patterns Survey. Those whose occupations are categorized as "Fine/Applied Arts," (less than one percent of all respondent heads of households), are as a group the most interested in TV courses. For the majority of respondents, attitude toward enrollment can not be differentiated by occupation.

Homemakers who were other than heads of households were the largest occupational group within our sample: 30.8 percent. As seen in the above table, proportionately fewer of them indicated interest in enrollment than did most other occupational groups under the category "Head of Household." When respondents are divided into the categories of "Homemaker" and "All Other Respondents," the proportion of those from each group who are interested in TV course enrollment are exactly the same: 23.3 percent.

Suggested Television Courses

We asked respondents who indicated an interest in future TV course enrollment (including those categorized as "undecided") to name a subject they would be interested in taking. Nearly 2,000 respondents produced 2,340 suggestions for courses they would like to see offered over KOCE. These suggestions ranged from "Anything" to "Do a course on citizenship." All course mentions have been distributed by academic discipline and are presented in Table XXXVIII on the following page. The table includes requests obtained during the 1973 Audience Analysis Survey so that data from both samples may be compared. In some cases the information is presented in composite form so that comparisons are possible. For example, courses suggested by respondents in 1973 within the fields of mathematics and the physical sciences were listed under that combined heading. These courses comprised 10.9 percent of all suggestions for TV courses. In 1974 requests in these disciplines are listed more explicitly: 7.8 percent of all course mentions were for the physical sciences and 2.9 percent for mathematics. When combined, requests in these areas constitute 10.7 percent of all suggestions and show that there is no longitudinal change in proportion of course preferences within the fields of mathematics and science.

One in every five subject mentions was related to the fine or applied arts, and nearly 12 percent of all suggestions were concerned with home economics or child growth and development. The latter two subjects received almost no mention from respondents in 1973. Course preferences in 1974 within the social sciences were mentioned with less than half the frequency of the previous survey.

CATEGORY	1973 Sample	1974 Sample	
Number of Responses:	1,364	2,340	
	%	%	
Social Sciences	28.0	12.0	18.6
History & Citizenship		6.6	
Physical Sciences			
Biological Sciences		3.9	
Environmental Sciences		.6	
Agricultural Sciences		2.4	
Geographical Sciences		.9	
Total for Category	10.9 *	7.8	10.7 *
Mathematics		2.9	
Education (General)	.5	4.2	
Comsumer & Health Services			
Consumer Services		.9	
Family Management		3.2	
Health Services		2.6	
Total for Category	11.0	6.7	
Fine Arts		12.5	
Music & Music Appreciation	19.7 *	3.8	20.4 *
Applicd Arts		4.1	
Literature, Languages	14.2	12.5	
Home Economics	1.5	8.7	
Business	8.9	10.3	
Technology	3.2	3.1	
Child Growth & Development	.4	3.2	
Humanities	-	1.4	
Physical Education	1.7	1.2	
"Anything"	-	1.2	
"Participation in classroom only"	-	.5	
Total	100.0	100.0	

* Composite figure

Table XXXVIII
Comparison of Response:
TV Course Preferences
1973 & 1974 Samples

Target Populations

In autumn of 1973, we conducted that phase of the KOCE Needs Assessment Survey which involved a number of panel discussions with leaders of various population groups.* One of the target populations was the Mexican-American communities in Orange County. According to the 1970 Orange County Racial Distribution by City, Spanish surnamed and Spanish speaking people constitute 11.3 percent of all county residents.

As we mentioned in the beginning of this report, a bilingual interviewer was used for both telephone surveys in order that we might obtain both demographic and PBS viewing information from Spanish speaking respondents. Since all interviews were conducted on the basis of respondent anonimity, we have no idea how many Spanish *surnamed* persons we contacted; we did obtain interviews with 45 respondents who spoke Spanish only.

Our profile on Spanish speaking minorities, therefore, is qualified by its degree of underrepresentation. In addition, the geographic distribution of our sample is not representative of that for Spanish speaking residents of the county. See Figure 21 on the following page. These factors should be kept in mind when reading the following information.

While all of the Spanish speaking sample were able to receive UHF in their homes, only four respondents correctly identified a PBS station--three persons named KOCE and one, KCET. However, one-third view on KCET and 16 percent have watched KOCE. All who view KOCE indicated their reception was as good as that for other, frequently watched stations. Interestingly, all of the seven people who view KOCE were also categorized as "regular viewers" of the station: All indicated they view KOCE from two to three hours a week. Responses of this group

*The results of these discussions may be found in two reports: *Target Population TV Discussion Panels*, January, 1974 and *Target Population Reactor Groups*, April, 1974

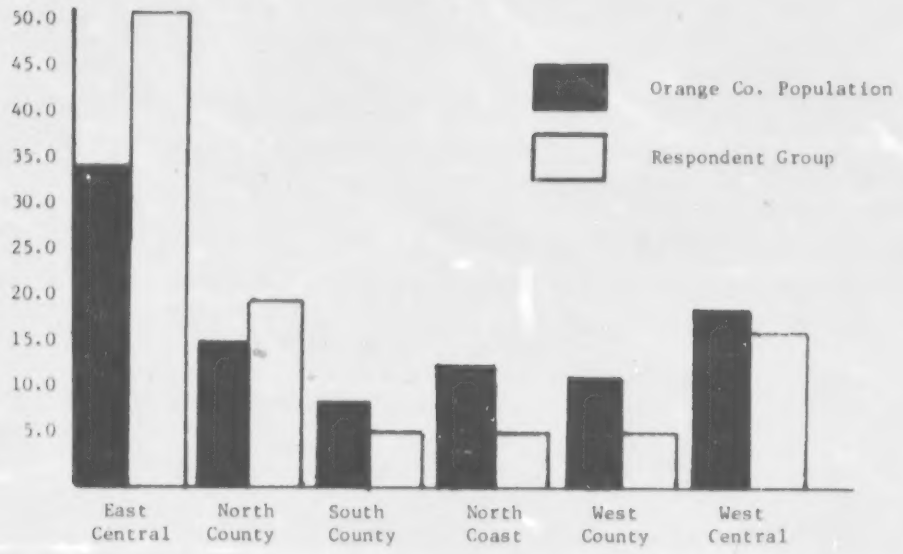


Figure 21
Distribution of Spanish Surnamed Population
Audience Analysis Telephone Survey
Fall, 1974

with regard to the average number of hours of TV set operation do not differ markedly from the rest of the sample until the interval of 13 or more hours. Here, 21 percent of all Spanish-speaking respondents are found compared with four percent of all other respondents.

Two-thirds of the first group have one TV set, while 41 percent of the rest of the sample are in this category. No one in the Spanish speaking group subscribes to cable service and the proportion which rated UHF and VHF to be of equal quality of reception is virtually the same: 29 percent versus 26 percent.

Distribution of response regarding sources of information for Orange County news between the two groups shows considerable differences. Less than half as many respondents in the Spanish-speaking group obtain local news from a newspaper. The combined sources of television and radio were mentioned most frequently, while television--either alone or with radio--accounted for 55.5 percent of all responses. See Table XXXIX below.

Sources of Orange County News	Spanish-Speaking Respondents	All Other Respondents
	%	%
Newspaper	22.2	46.2
Radio	-	5.6
TV	17.8	19.0
Conversation	4.5	2.8
Other source	8.8	1.7
Newspaper & radio	4.5	8.6
Radio & TV	37.7	5.3
All of lst 4 sources	4.5	2.4
No data recorded	-	8.4
Total	100.0	100.0

Table XXXIX
Comparison of Response
Sources of Orange County News
Spanish-speaking Vs. All Other Respondents
1974 Sample

Only 22 percent of the Spanish speaking respondents were aware of television courses compared with 44 percent of the balance of the sample. Sources of information for the first group about TV courses proved to be the TV and friends. No one reported having seen part of any TV course. When asked if they would be interested in taking such a course, however, twice as many of the Spanish speaking respondents indicated interest. See Table XL below.

Interest in TV Course Enrollment	Spanish Speaking Respondents	All Other Respondents
	%	%
Would enroll	53.3	23.2
Would not enroll	22.2	43.3
Undecided	20.0	28.4
No data recorded	4.5	5.1
Total	100.0	100.0

Table XL
Comparison of Response
Interest in TV Course Enrollment
Spanish-speaking Vs. All Other Respondents
1974 Sample

Seventy percent of the Spanish speaking heads of households were employed as skilled or unskilled laborers. An additional 12 percent were unemployed at the time of the survey. One respondent was self-employed and the balance were retired or declined to state their occupation.

Table XLI shows the distribution of response for years of completed education on the part of heads of households for both groups.

Level of Education	Spanish-speaking Heads of Households	All Other Heads of Households
	%	%
1-8 years	40.0	3.4
9-12 years	26.7	23.7
13-14 years	8.9	23.8
15-16 years	2.2	23.2
17 years +	-	11.8
Decline to state	17.8	4.2
No data recorded	4.4	9.9
Total	100.0	100.0

Table XLI
Comparison of Response
Level of Education for Heads of Households
Spanish-speaking vs. All Other Respondents
1974 Sample

While it is obvious that conclusions based on the data presented in the last few pages should be drawn with caution, the responses of the Spanish-speaking people with whom we spoke seem to indicate that this minority group could indeed benefit through implementation of some of the programming ideas suggested by the KOCE Needs Assessment panel on the Mexican American target population.

During that discussion, the following consensus on the part of Mexican-American community leaders was ranked highest in priority by members of the community who were asked to react to their representatives' dialogue:

Because of their ignorance of schools, Mexican-American families are typically afraid of them. This is particularly true for parents. Television could possibly help break down the barriers that have been brought about by fear and anxiety. It might help parents to accept education as a means to social and economic success.[1]

[1]*Target Population Reactor Groups*, p. 8.

CONCLUSION

After nearly two years of broadcasting, KOCE is shown to have a market penetration of 27.6 percent. This figure represents a 13 percent rate of increase in audience size over the 24.4 percent shown after one year of broadcasting.

The 1973 and 1974 telephone canvasses were designed to assess within its service area, public awareness and audience size of a new television station. In concluding the second phase of this study, we have made the following observations:

People in Orange County who watch public television continue, as a group, to resemble the stereotype of the public television viewer. The majority are well educated, have children under the age of eighteen, and those who are in the labor force are likely to have occupations of a type labeled--however imprecisely--"white collar." Distribution of response in these areas between PBS viewers and those who do not view substantiate these data. Further, these differences are more discernable when responses of KOCE viewers are extrapolated for comparison with those of respondents in whose homes no public television is watched.

Persons who view PBS programming continue to be those more likely to percieve no difference in quality of reception between UHF and VHF. That one in every four respondents reported this condition for home television reception shows a definite improvement in ease of access to public television viewing.

PBS viewers sampled over two years have more television sets and operate them for longer periods during the viewing day than do respondents from the non-viewing group. Interestingly, while PBS viewers with whom we spoke

operated their sets for an average of 5 hours and 8 minutes per day, and non-PBS viewers indicated a daily average of 4 hours and 36 minutes (for a combined average of 4 hours and 59 minutes), neither group watched as much television as do the 1974 *Nielsen Ratings* indicate Americans viewed on a national basis. According to Nielsen statistics, the average American *household* views television for 6 hours and 15 minutes a day. That our sample views less is reinforced by the way in which the questionnaire was worded, i.e., we inquired about hours of daily set *operation*--during which actual viewing may or may not have taken place.

The proportion of respondents who knew that KOCE broadcasts television courses has increased to nearly 40 percent in 1974. As we discussed earlier in the report, proportionately more PBS viewing respondents--and those who view KOCE in particular--knew of TV courses. The percentage of KOCE viewers who first heard of the courses through the medium of television, however, is virtually the same as that for respondents who do not watch the station: approximately 15 percent.

The effectiveness of mail brochures on TV course offerings, as both an actual and a potential source of audience building should be considered in light of the following data: more persons sampled in both surveys knew of TV courses than could either identify or view KOCE. Nearly 30 percent of those who *were* aware pf the courses knew about them through a mailed brochure. Put another way, slightly more than one in every ten people sampled indicated they had received a brochure.

With regard to viewing habits, data from the 1974 sample confirm patterns observed in the first telephone survey. Respondents continue to identify programming of an educational nature--whether television courses or general education--with KOCE. This is also true, although to a lesser extent, for

programs within the category of Public Relations/Documentaries. KCET, on the other hand, continues to be identified as a source of children's programming and entertainment--music, drama, etc.

One in every ten program mentions obtained from KOCE viewers in both surveys was a television course. Courses produced by Coast Community College District were mentioned most frequently--a situation which was duplicated in the 1974 Communication Patterns Survey. In addition, respondents in the telephone survey who had seen segments of Coast-designed courses were more apt to be interested in future enrollment than were people who had viewed consortium-produced courses.

From all indications, then, public television's share of Orange County's TV audience is continuing to grow at a rate most encouraging to a new PBS station. Further, KOCE is succeeding in attracting viewers in the area which the station defines as its primary commitment--educational programming.

APPENDIX A

Summary of Findings
Audience Analysis Telephone Survey
Fall, 1973

Summary of Findings: 1973 Audience Analysis Telephone Survey

A random sample of 2,873 telephone subscribers in Orange County, California, was contacted in the fall of 1973 to ascertain the nature of the county's television viewing habits with respect to public television and needs for televised college courses. Comparing the sample group with available data from the 1970 census for Orange County found it to be fairly representative in terms of household, and number of children in the household. The following summarizes information obtained by conducting telephone interviews with the respondent group.

1. Orange County residents confuse the term "public television" with UHF television, believing in a frequent number of instances that all UHF stations are publicly supported. Less than 40 percent could correctly identify a public TV station serving the county. There are no important differences between the number of men and women who can identify a public television station.

2. Over 10 percent of the Orange County population was able to identify KOCE by call letters or by channel assignment after its first year of broadcasting.

3. Most KOCE viewers are also viewers of KCET. Nearly 30 percent of KCET viewers have also watched KOCE.

4. Over 70 percent of those who have watched at least one program over KOCE reported that reception was as good or better than other television stations they received. No important difference in quality of reception is found between KOCE and KCET.

5. The one best overall estimate of KOCE's share of Orange County's viewing audience is 24.4 percent.

6. The proportion of KOCE viewers in Orange County cities shows that viewership is fairly evenly distributed throughout the county with the exception of those areas sheltered from KOCE's antenna by hills.

7. The "typical" KOCE viewer is a professional or proprietorial person having completed more than 12 years of formal education. He has children in his household younger than 18 years of age, and owns more than one television set. Demographic differences, however, between the KOCE viewers and nonviewers cannot be used to clearly differentiate one from the other.

8. KCET is perceived more as a source of children's programs than is KOCE. Although Sesame Street appears as the most frequently cited programs viewed for both stations, children's programs are identified more frequently by KCET viewers as being watched than is true for KOCE.

9. Almost 31 percent of all respondents said that they knew about television courses and that they found out about them from newspapers more than any other source of information.

10. More KOCE viewers than nonviewers are interested in taking television courses. Moreover, the confirmed television enthusiast is more likely to be interested in television courses than is someone less attracted to the medium. Those interested in taking television courses are more educated, work in sales/clerical occupations and subscribe to cable antenna service to a greater extent than those not interested.

11. Those interested in taking courses over television show greatest interest in social sciences, fine arts, literature and languages, and health services.

12. More women than men are interested in taking college courses over television.

APPENDIX B

1973 Questionnaire

Initial _____
Respondent Sex (M-F) ____

COAST COMMUNITY COLLEGE DISTRICT
KOCE-Channel 50 Longitudinal Audience Survey
Telephone Canvass Form
Initial Survey, Fall, 1973-74

Hello, I'm calling from Golden West and Orange Coast Colleges. We're doing a survey of what people watch on educational television. May we ask you a few questions?

If No: *Thank you* - Hang up.
If Yes, write telephone number_____, then continue with questions.

---

1. *Can you tell me the name of the public TV stations serving your area?*
   1. Yes: write call letters _____ _____ _____
   2. No

   1 ☐

2. *Have you ever watched a program on KOCE, Channel 50, the Orange County public station?*
   Yes: *How is the reception compared to other stations you watch most?*

   1. Not as good 2. As good 3. Better

   Which programs have you watched this year?
   _____
   _____
   _____

   4. No

   2 ☐

2a. If three or more programs were named for question 2, ask:
How many hours per week do you watch KOCE?

2a ☐

3. *Do you watch any programs on KOCE, Channel 50 regularly?*
   1. Yes: *Which programs?*

   _____ _____ _____

   2. No

   3 ☐

4. *Has anyone else in your household watched programs on KOCE, Channel 50?*
   1. Yes: *Which programs have you watched?*

   _____
   _____
   _____

   2. No

   4 ☐

5. *Have you or members of your family ever watched a program on KCET, Channel 28, the Los Angeles public station?*

   Yes: *How is the reception compared to other stations?*
   1. Not as good 2. As good 3. Better

   4. No 5 ☐

6. *Do you or your family watch programs regularly on KCET, Channel 28?*
   1. Yes: *Which programs?*

   _____ _____ _____ 6 ☐

   2. No

7. *Have you heard that KOCE, Channel 50 offers high school or college courses over television that you can take at home?*

   Yes: *How?*

   1. Friend
   2. Radio
   3. Television
   4. Newspaper
   5. Mail brochure
   6. Brochure picked up on campus
   7. Other:_____

   7 ☐

   8. No (go on to question 8)

7a. (Only if "yes" to question 7) *Have you watched any parts of these courses?*

   1. Yes: *Which ones?* _____
      _____
      _____

   2. No 7a ☐

8. *Do you think you would ever like to enroll in a course over television?*

   1. Yes: *What kind of subject would interest you most?*
      _____
      _____

   2. No 8 ☐

9. *Now on another subject, about how many hours would you say that your television set is playing during the average day?* 9 ☐

10. *Where would you say you get most of your news these days about Orange County? From newspaper, radio, television, talking to people?*

    1. Newspaper _____
    2. Radio _____
    3. Television _____
    4. Conversation _____

    10 ☐

11. *Now, a couple of questions about your family. What is the occupation of the head of the household?*

1. Professional
2. Proprietorial/Managerial
3. Sales/Clerical
4. Skilled labor
5. Unskilled labor
6. Other_____

11 ☐

11a. *How much school has the head of the household completed?*
Write number of years

11a ☐

12. *What was the last grade you attended in school?*
Write number of years

12 ☐

13. *What are the ages of the children in your family?*
Write age of one child in each box

☐ ☐ ☐

13

☐ ☐ ☐

14. *How many working TV sets are in your home?*
Write number of sets

14 ☐

15. *Do you subscribe to a cable television service?*

1. Yes 2. No

15 ☐

16. *Which do you receive most clearly, UHF (Channels 28, 52, 50) or VHF (Channels 2 through 13)?*

1. UHF (28, 52,50) 2. VHF(2 through 13) 3. No difference

16 ☐

17. *Finally, we're setting up some discussion groups to talk about KOCE, Channel 50's programming. Would you be interested in participating? Those who are selected will be paid $10.00 for their time.*

1. Yes: (Get address information)

17 ☐

Name:_____
Street:_____
City:_____
Zip:_____ Telephone:_____

(Explain that they will be contacted if they are selected.)

2. No

APPENDIX C

1974 Questionnaire

Interviewer's Initials_____
Date_____
Sex of Respondent: Male ( )
Female ( )

TELEPHONE CANVASS FORM

FALL, 1974

Hello, I'm calling from Coast Community College District. We're doing a survey in Orange County of what people watch on public, educational television. If it's convenient, may I ask you a few questions?

If No: *Thank you* - Hang up.
If Yes, write telephone number_____, then continue with questions.

---

1. *Do you know any of the public television stations serving your area?*
Yes: Ask for stations by call letters or numbers.

No ( )
KOCE, Channel 50 ( )
KCET, Channel 28 ( )
KVCR, Channel 24 ( )
KPBS, Channel 15 ( )
Channel 68 ( )
Incorrect Channel Identification ( )

1a. *Are you able to receive UHF stations in your home?*

No ( )
Yes ( )

2. *Have you ever watched a program on KCET, Channel 28, the Los Angeles public station?*

No ( )
Can't Recall ( )

Yes: Ask, *How is the reception compared to that of other stations?*

Not as good ( )
As good ( )
Better ( )

2a. *Has anyone else in your household watched a program on KCET, Channel 28?*

No ( )
May have; doesn't know ( )
Yes ( )

If Yes to either of the above two questions, ask for programs by name:

	Regularly Viewed	Respondent Viewed	Others Viewed
_____	( )	( )	( )
_____	( )	( )	( )
_____	( )	( )	( )

3. *Have you ever watched a program on KOCE, Channel 50, the Orange County public station?*

No ( )
Can't Recall ( )

Yes: Ask, *How is the reception compared to other stations you watch?*

Not as good ( )
As good ( )
Better ( )

3a. *Has anyone else in your household watched a program on KOCE, Channel 50?*

No ( )
May have; doesn't know ( )
Yes ( )

If yes to <u>either</u> question, ask for programs by name:

	Regularly Viewed	Respondent Viewed	Others Viewed
_____	( )	( )	( )
_____	( )	( )	( )
_____	( )	( )	( )

3b. If respondent named three or more programs watched on KOCE, Channel 50, ask: *How many hours a week would you say you watch Channel 50?*

Less than an hour ( )
One hour ( )
Between 1-2 hours ( )
Two hours ( )
Between 2-3 hours ( )
Three hours ( )
Between 3-4 hours ( )
Four hours ( )
More than four hours ( )
Doesn't know ( )

4. *Were you aware that Channel 50 broadcasts college courses over television which can be taken at home?*

No ( )
Friend ( )
Radio ( )
TV ( )
Newspaper ( )
Mail Brochure ( )
Brochure picked up on campus ( )
Other_____ ( )
Doesn't Recall ( )

4a. If respondent said Yes, to Question 4, ask: *Have you ever watched parts of any of the courses?*

No ( )
Economics: *The Great Consumer Contest*
Spring, 1973 ( )
Fall, 1974 ( )
Psychology: *As Man Behaves*
Spring, 1973 ( )
Fall, 1974 ( )

Physical Geography
Spring, 1973 ( )
Fall, 1974 ( )
Law for the '70's
Summer, 1973 ( )
Summer, 1974 ( )
History of Art ( )
Anthropology: *Dimensions in Cultures* ( )
Freehand Sketching ( )
Sewing: *Connie's Clothing Corner* ( )

Named a course not offered through Channel 50 ( )

Is presently enrolled in a TV course offered through KOCE ( )

5. *Do you think you would ever enroll in a course over television?*
No ( )
Doesn't Know ( )
Maybe ( )
Yes ( )

If Yes: Ask,
What subjects would interest you most/what would you like to see offered?
(Write respondent's answers below)

_____

_____

_____

6. *More generally now, about how many hours would you say your TV set is on during the average viewing day?*
One hour or less ( )
Between 1-2 hours ( )
Two hours ( )
Between 2-3 hours ( )
Three hours ( )
Between 3-4 hours ( )
Four hours ( )
Between 4-5 hours ( )
Five hours ( )
Between 5-7 hours ( )
Between 7-9 hours ( )
Between 10-12 hours ( )
Thirteen or more hours ( )

7. *How many working TV sets are in your home?*
One set ( )
Two sets ( )
Three sets ( )
Four sets ( )
More than four sets ( )

8. *Do you have cable service in your home?*
No ( )
Yes ( )

If Yes: Ask, *Is Channel 50 available on your cable?*
Channel 50 available ( )
Channel 50 not available ( )

9. *Which would you say you receive more clearly: UHF (Channels 28, 50, 40, etc.) or VHF (Channels 2 through 13)?*

UHF ( )
VHF ( )
No difference in reception ( )

10. *Where would you say you get most of your news about Orange County these days? From the newspaper, radio, TV, or talking to people?*

Newspaper ( )
Radio ( )
TV ( )
Conversation ( )
Other_____ ( )
Newspaper & Radio ( )
Radio & TV ( )
All of 1st 4 ( )

DEMOGRAPHIC INFORMATION

At the beginning of this section of the questionnaire, say,
It's important (for statistical purposes) that our survey include demographic/general background information about the family.

11. *Which of these categories fits your living situation best?*

Single, live alone ( )
Single, live with non-relatives ( )
Single, head of household ( )
Husband/wife ( )
Son/daughter ( )
Decline to state ( )

12. If respondent is other than head of household, ask:
What is the age of the head of the household?

18-25 yrs ( )
26-30 yrs ( )
31-40 yrs ( )
41-50 yrs ( )
51-60 yrs ( )
Over 60 yrs ( )
Decline to state ( )

13. If respondent is other than single (living alone or with non-relatives), ask: *What are the ages of any children in the family?*

1-5 yrs/Pre-schoolers ( )
6-11 yrs/Elementary school age ( )
12-13 yrs/Junior high school age ( )
14-18 yrs/Senior high school age ( )
Between ages 18-25 ( )
Above age 25/not living at home ( )
No children ( )
Decline to state ( )

14. If respondent is other than head of household, ask:
What is the occupation of the head of the household?

Self-employed ( )
Professional ( )
Proprietorial/managerial ( )
Sales/clerical ( )
Technician/para-professional ( )
Government employee (federal, state, county, city) ( )
Skilled laborer ( )
Unskilled laborer ( )
Armed Services ( )
Homemaker ( )
Fine/creative arts ( )
Not currently employed ( )
Retired ( )
Other_____ ( )
Decline to state ( )

14a. If respondent is other than head of household, ask:
Do you work/are you employed outside your home?

No ( )
Yes ( )
Decline to state ( )

If respondent does not work outside the home, and if appropriate, ask:
Would you define yourself primarily as a homemaker?

Check here if answer is Yes ( )

15. If respondent is other than the head of the household, ask:
How much school has the head of the household completed?

1-4 yrs ( )
5-7 yrs ( )
Eight yrs ( )
9-11 yrs ( )
High School/Twelve yrs ( )
Thirteen yrs ( )
A.A. degree/Fourteen yrs ( )
Fifteen yrs ( )
B.A., B.S. degree/Sixteen yrs ( )
M.A., M.S., Ph.D./Seventeen or more yrs ( )
Decline to state ( )

15a. If respondent is other than head of the household, ask:
How much school have you completed?

1-4 yrs ( )
5-7 yrs ( )
Eight yrs ( )
9-11 yrs ( )
High School/Twelve yrs ( )
Thirteen yrs ( )
A.A. degree/Fourteen yrs ( )
Fifteen yrs ( )
B.A., B.S. degree/Sixteen yrs ( )
M.A., M.S., Ph.D./Seventeen or more yrs ( )
Decline to state ( )

16. *Is anyone in your household presently attending school beyond the twelfth grade?*

No ( )
Husband ( )
Wife ( )
Child/Children ( )
Self ( )

17. Tell respondent, *This is the final question of the survey. Your telephone prefix is/*_____(check call sheet). *What city or area of the county do you live in?*_____

Thank you for helping us with our survey.

(Be sure you indicate at the top of this questionnaire today's date, your initials, and the sex of the respondent. Respondent's telephone number should already be recorded.)

APPENDIX D

Telephone Call Record

Date _____ Interviewer's Initials _____

COAST COMMUNITY COLLEGE DISTRICT

Phone Call Record

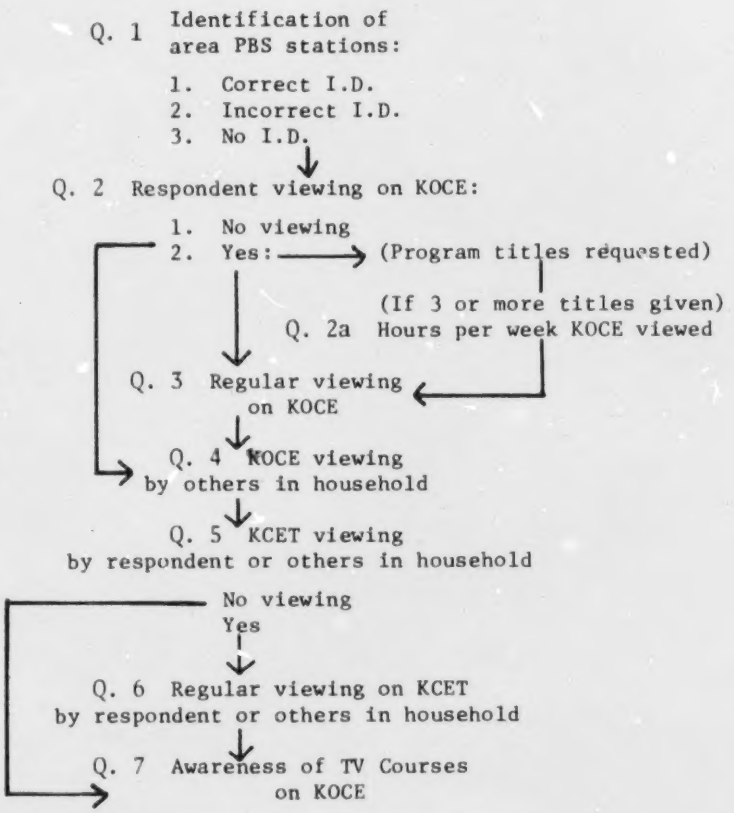
X - Interview Complete -- Adult Only
1 - Not a Working Number
2 - Non-residential Number
3 - Refused
4 - No Television in Household
5 - Language Barrier
6 - No Eligible Respondent, this time
7 - Line Busy
8 - No Answer

Telephone Prefix ( )	(M or F)	First Call Date	First Call Time	First Call Code	Second Call Date	Second Call Time	Second Call Code

APPENDIX E

Revision of Questionnaire

The design used in the first part of the questionnaire for the 1973 Audience Analysis Survey is diagrammed below. As it shows, interviewers began the interview by asking the respondent if he or she could identify a PBS station. The respondent could then be asked as many as five questions about KOCE followed by two concerning KCET. The questionning then returned to KOCE and its broadcasting of television courses.


Q. 1 Identification of area PBS stations:
1. Correct I.D.
2. Incorrect I.D.
3. No I.D.
Q. 2 Respondent viewing on KOCE:
1. No viewing
2. Yes:
(Program titles requested)
(If 3 or more titles given)
Q. 2a Hours per week KOCE viewed
Q. 3 Regular viewing on KOCE
Q. 4 KOCE viewing by others in household
Q. 5 KCET viewing by respondent or others in household
No viewing
Yes
Q. 6 Regular viewing on KCET by respondent or others in household
Q. 7 Awareness of TV Courses on KOCE

We found a number of drawbacks to this procedure, discoverable perhaps only in retrospect. First, less than half the sample attempted to identify a public television station. Not all of them were correct in their answers and those who were correct mentioned KCET with nearly four times the frequency of KOCE. We found ourselves, in effect, in a situation where, after having asked an initial question to which more than half the sample said no, we inquired about a new PBS station. This time an even greater proportion of respondents (over 75 percent) said no. While more than half the sample households had at least one member who had viewed programming on KCET, another another 40 percent of the respondents said no to inquiries about that station. By the time, then, that the interviewer returned to KOCE--this time because of TV courses--the chances were pretty good that the respondent would be somewhat discouraged or uninterested.

We felt, therefore, that revising the questionnaire so that the initial inquiry regarding PBS station identification would be followed by one concerning KCET (the station shown to have much the larger audience) would increase the chances of a "successful" answer on the part of the respondent. The continuity of the questionnaire was also improved: By asking about KCET first, we could then go on to the subject of KOCE with no interruption. Often in following the first questionnaire we would inquire about KOCE, then KCET, and return to KOCE only to meet the response, "I told you, I don't know anything about that station."

In the 1973 survey, methods of inquiry concerning program viewing were not equivilant. In some instances we were able to combine the responses to quest-.

ions 2 and 4 in order to correspond with those to question 5. However, information was still lost. In 1974 standardization of questionning for both KOCE and KCET was done in a way which still permitted comparison for the data with those from the earlier survey. This enabled us to obtain program information without depending on the qualification of "regular viewing." (In the other form we asked for program information *only* if the respondent indicated regular viewing, and we categorized any respondent who recalled the names of three programs seen on KOCE a regular viewer of that station.) In 1974 respondents who furnished the name of a program seen on *either* station were asked if the program was viewed regularly and if it was seen by other members of the household.

When obtaining program information in this way:

Program Title	Regularly Viewed	Respondent Viewed	Others Viewed
_____	( )	( )	( )

there is the added advantage that the presence or absence of one set of circumstances is not contingent on the presence or absence of another set. We were not concerned primarily with the *number* of what may be termed "viewing others" in respondent households, but we were interested in the presence or absence of this factor in relation to a given program.

Some of the questions differ mainly in the structure of the available responses. Here the goal was, in part, one of efficiency. In the demographics section, for example, we expanded the question on the occupation of the head of the household. For the previous survey, interviewers had to write in many of the responses because they were unsure which of the five categories given was most appropriate. We also wanted to know whether the respondent, if other than the head of the household, was employed outside the home.

Other changes or additions also resulted from problems experienced in the first survey. The question, "Are you able to receive UHF stations in your home?" was included in 1974 because of the number of times respondents from the previous survey would indicate no PBS viewing because of inability to get UHF. We also asked respondents in 1974 who said they had watched parts of TV courses *which* course they had viewed. Provision was also made for more categories of response regarding hours of TV set operation and sources of local news.

We also introduced questions regarding the age of the head of the household and the presence of a college student in the household. Data obtained from the latter question was reduced to "no" (no college student present) and "yes"(college student present) because the structure of possible yes responses (self, husband, wife, etc.) made any response dependent on the position of the respondent in that household.

Finally, responses to some of the questions were expanded to record degrees of tentativeness on the part of the respondent. This was done in appreciation of the fact that some portion of a sample will react to certain areas of questionning by saying, "I don't know," "I can't remember," or "I'm not sure."

APPENDIX F

Programs Seen on KOCE

Category	Total Number of Program Mentions		Percentage of Programs Regularly Viewed	Percentage Total Viewing Audience	
				Respondents Viewed	Others Viewed
	n	%	%	%	%
Children's Programs					
Children's Programs*	62	32.3	48.4	16.1	83.9
Electric Company	21	10.9	47.6	23.8	76.2
Inside Out	1	.5	100.0	-	100.0
Mr. Rogers	13	6.8	76.9	7.7	92.3
Sesame Street	95	49.5	62.1	17.9	82.1
Summary Information for Category	192	100.0	57.3	17.2	82.8
Drama Presentations					
BBC Plays	4	6.7	25.0	50.0	50.0
Theatre in America	2	3.3	50.0	50.0	50.0
America (Cooke)	6	10.0	50.0	50.0	50.0
Great American Dream Machine	9	15.0	44.4	66.7	33.3
Masterpiece Theatre	24	40.0	41.7	62.5	37.5
Unpleasantness at Belladona Club	4	6.7	50.0	50.0	50.0
Upstairs, Downstairs	8	13.3	25.0	50.0	50.0
War and Peace	3	5.0	66.7	66.7	33.3
Summary Information for Category	60	100.0	41.7	58.3	41.7
Music Programs					
Ballet	7	4.5	14.3	57.1	42.9
Blue Grass Music	3	2.0	-	66.7	33.3
Concerts, Symphonies	34	21.9	32.4	29.4	70.6
Evening at Pops	89	57.4	50.5	57.3	42.7
Music Convention	2	1.3	-	50.0	50.0
Rock, Jazz, Contemporary	20	12.9	25.0	70.0	30.0
Summary Information for Category	155	100.0	40.0	52.9	47.1
Public Service, Community					
Adoption	2	.9	-	50.0	50.0
Advocates	1	.4	100.0	100.0	-
Chinese Programs*	3	1.3	33.3	66.7	33.3
Civil Programs	2	.9	-	50.0	50.0
Community Action	11	4.7	9.0	54.5	45.5
Documentaries*	5	2.1	-	60.0	40.0
Eye to Eye	2	.9	-	50.0	50.0
International Performance	2	.9	50.0	50.0	50.0
Historical Programs*	5	2.1	-	80.0	20.0

*General

Category	Total Number of Program Mentions		Percentage of Programs Regularly Viewed	Percentage Total Viewing Audience	
				Respondents Viewed	Others Viewed
	n	%	%	%	%
Hospital, Health*	15	6.5	6.7	60.0	40.0
Japanese Programs*	3	1.3	33.3	66.7	33.3
Mexican, Spanish* Programs	3	1.3	-	33.3	66.7
Panels, Discussions, Talk Shows	50	21.6	18.0	72.0	28.0
Political Programs	27	11.6	14.8	37.0	63.0
People Watch	4	1.7	50.0	50.0	50.0
Firing Line	2	.9	-	50.0	50.0
Omnibus 50	3	1.3	-	66.7	33.3
Orange County Candidates	1	.4	-	100.0	-
Orange County Fair	8	3.4	12.5	62.5	37.5
Orange County Focus	31	13.4	29.0	64.5	35.5
Orange County Review	52	22.4	28.8	55.8	44.2
Summary Information for Category	232	100.0	19.8	59.5	40.5
Sports					
Tennis	3	20.0	33.3	100.0	-
Speedway Show	5	33.3	60.0	80.0	20.0
Sports Programs*	7	46.7	28.6	57.1	42.9
Summary Information for Category	15	100.0	40.0	73.3	26.7
Environmental & Travel Programs					
Alaskan Special	2	11.1	-	50.0	50.0
Environmental Series	2	11.1	-	50.0	50.0
Man Builds, Man Destroys	2	11.1	50.0	50.0	50.0
Travelogues	12	66.7	25.0	50.0	50.0
Summary Information for Category	18	100.0	22.2	50.0	50.0
General Education, How To					
Art/Oil Painting	110	44.5	32.7	70.0	30.0
Wheels, Kilns, & Clay	3	1.2	-	66.7	33.3
Julia Childs	6	2.4	-	83.3	16.7
Educational Programs*	49	19.8	24.5	65.3	34.7
Dig It	22	8.9	13.6	72.7	27.3
Home Economics	3	1.2	33.3	66.7	33.3
Humanities	7	2.9	-	57.1	42.9
Human Development	12	4.9	41.7	83.3	16.7
Music Appreciation	5	2.1	40.0	80.0	20.0
Photography	4	1.6	25.0	100.0	-

* General

Category	Total Number of Program Mentions		Percentage of Programs Regularly Viewed	Percentage Total Viewing Audience	
				Respondents Viewed	Others Viewed
	n	%	%	%	%
Psychology	18	7.3	38.9	72.2	27.8
Nova	4	1.6	25.0	50.0	50.0
P.O.W.'s	2	.8	-	50.0	50.0
Alternative Life Styles	2	.8	-	50.0	50.0
Summary Information for Category	247	100.0	27.5	70.0	30.0
Miscellaneous					
Religious Programs	9	10.5	11.1	55.5	44.5
TV Guide Selections	77	89.5	14.3	67.5	32.5
Summary Information for Category	86	100.0	14.0	66.3	33.7
TV Courses					
Anthropology	31	26.7	41.9	71.0	29.0
Consumer Contest	2	1.7	-	100.0	-
Family Risk Management	3	2.6	33.3	100.0	-
Law for 70's	5	4.3	20.0	80.0	20.0
Psychology	18	15.5	38.9	72.2	27.8
Physical Geography	8	6.9	50.0	50.0	50.0
Sewing	49	42.3	40.8	75.6	24.4
Summary Information for Category	116	100.0	39.7	73.3	26.7
Summary Information for All Categories:	1121	100.0	33.8	55.6	44.4

APPENDIX G

Programs Seen on KCET

Category	Total Number of Program Mentions		Percentage of Programs Regularly Viewed	Percentage Total Viewing Audience	
				Respondents Viewed	Others Viewed
	n	%	%	%	%
Children's Programs					
Children's Programs*	143	5.8	46.8	23.8	76.2
Electric Company	471	19.4	60.3	26.3	73.7
Mister Rogers	425	17.5	65.4	24.2	75.8
Sesame Street	1173	48.2	48.4	27.4	72.6
Zoom	221	9.1	60.6	26.2	73.8
Summary Information for Category	2433	100.0	54.7	26.3	73.7
Drama Presentations					
America (Cooke)	90	7.5	40.0	56.7	43.3
Kenneth Clark	2	.2	100.0	50.0	50.0
Elizabeth R.	41	3.4	29.3	63.4	36.6
Great American Dream Machine	77	6.5	29.3	61.1	38.9
Henry VIII	115	9.6	28.7	61.7	38.3
Masterpiece Theatre	311	26.1	41.8	57.9	42.1
Movies*	127	10.6	22.8	62.2	37.8
Plays, Dramas	288	24.2	23.3	64.2	35.8
Steambath	40	3.4	5.0	57.5	42.5
Theatre in America	7	.6	42.8	57.1	42.9
Upstairs, Downstairs	85	7.1	27.1	58.9	41.1
War and Peace	10	.8	40.0	80.0	20.0
Summary Information for Category	1193	100.0	30.4	60.7	39.3
Musical Programs					
Ballet	66	9.3	19.7	62.1	37.9
Boarding House	4	.6	25.0	75.0	25.0
Boston Pops	345	48.7	39.7	59.1	40.9
Chant to Chance	1	.2	-	100.0	-
Concerts, Symphonies*	216	30.5	25.9	63.0	37.0
Country Music	3	.4	33.3	33.3	66.7
Jim Croce Special	1	.2	-	100.0	-
Operas*	54	7.6	14.8	63.0	37.0
Rock Concerts	18	2.5	22.2	66.7	33.3
Summary Information for Category	708	100.0	31.1	61.2	38.8
Public Relations, Community Service					
Advocates	26	3.1	23.0	65.4	34.6
Black Focus	2	.2	50.0	50.0	50.0
Black Journal	4	.5	25.0	75.0	25.0
Chinese Programs*	2	.2	-	50.0	50.0
Citywatchers	8	1.0	37.5	50.0	50.0
Community Discussion	2	.2	50.0	100.0	-

*General

Category	Total Number of Program Mentions		Percentage of Programs Regularly Viewed	Percentage Total Viewing Audience	
				Respondents Viewed	Others Viewed
	n	%	%	%	%
Consumer Affairs	6	.7	33.3	66.7	33.3
Documentaries	86	10.3	20.9	62.8	37.2
Drink, Drank, Drunk	14	1.7	-	71.4	28.6
Health, Medical*	64	7.7	9.4	62.5	37.5
History*	25	3.0	16.0	100.0	-
Inner Visions	14	1.7	-	-	100.0
Japanese Programs	34	4.1	20.6	61.8	38.2
Kennedy	2	.2	-	50.0	50.0
The Killers	5	.6	20.0	60.0	40.0
Eye to Eye	2	.2	50.0	50.0	50.0
Impact	1	.1	-	100.0	-
Legal Rights of Citizens	4	.5	-	50.0	50.0
L.A. Collective	2	.2	50.0	50.0	50.0
Panel Discussions, Forums	85	10.2	16.5	68.2	31.8
Political Programs	66	7.9	22.7	62.1	37.9
Prison Without Walls	2	.2	-	50.0	50.0
Senior Citizens	1	.1	-	100.0	-
Spanish-American*	35	4.2	28.6	54.3	45.7
Talk Shows, Interviews	59	7.1	13.6	67.8	32.2
Day at Night	33	4.0	45.4	60.6	39.4
David Susskind	2	.2	50.0	50.0	50.0
Wall Street	76	9.2	35.5	60.5	39.5
Washington - Week in Review	78	9.4	41.0	59.0	41.0
Watergate	37	4.5	16.2	64.9	35.1
Wm. Buckley-Firing Line	46	5.6	34.8	65.2	34.8
Male Menopause	10	1.2	10.0	70.0	30.0
Summary Information for Category	833	100.0	23.7	63.0	37.0
General Education, How To					
Anthropology	7	2.3	28.6	57.1	42.9
Art	63	20.2	17.5	63.5	36.5
Cover to Cover	4	1.3	-	75.0	25.0
Educational Programs*	43	13.8	32.5	62.8	37.2
Fifth Grade Literature	2	.6	50.0	50.0	50.0
Flower Arranging	6	1.9	16.7	66.7	33.3
Foreign Languages*	10	3.2	-	70.0	30.0
French Chef/Julia Childs	25	8.0	28.0	76.0	24.0
Exercise	3	1.0	-	100.0	-
German	2	.6	50.0	50.0	50.0
Spanish	5	1.6	20.0	80.0	20.0
Guitar	8	2.6	-	62.5	37.5
Home Economics	1	.3	-	100.0	-
Horticulture	16	5.1	6.2	62.5	37.5
Law for the 70's	7	2.3	42.8	71.4	28.6
Nova	8	2.6	25.0	62.5	37.5

*General

Category	Total Number of Program Mentions		Percentage of Programs Regularly Viewed	Percentage Total Viewing Audience	
				Respondents Viewed	Others Viewed
	n	%	%	%	%
Psychology	11	3.5	9.1	72.7	27.3
Science	24	7.7	8.3	58.3	41.7
Video Visionaries	2	.6	50.0	50.0	50.0
Yoga	65	20.8	35.4	72.3	27.7
Summary Information for Category	312	100.0	22.7	67.0	23.0
Environmental, Nature and Travel Programs					
Animal Shows	14	46.7	-	50.0	50.0
Environmental Programs*	5	16.6	20.0	80.0	20.0
Nature Programs	11	36.7	18.2	54.5	45.5
Summary Information for Category	30	100.0	10.0	56.7	43.3
Miscellaneous					
Auction	19	7.5	10.5	63.2	36.8
BBC Programs	87	34.4	19.5	63.2	36.8
Comedy Shows	9	3.6	22.2	66.7	33.3
Int'l. Programs	9	3.6	33.3	66.7	33.3
Religious Programs	35	13.8	25.7	60.0	40.0
TV Guide Selections	92	36.3	10.9	62.0	38.0
Weather	2	.8	-	100.0	-
Summary Information for Category	253	100.0	17.0	62.8	37.2
Specials					
Specials*	328	100.0	8.2	56.1	43.9
Summary Information for Category	328	100.0	8.2	56.1	43.9
Sports Programs					
Tennis	48	58.5	39.6	52.1	47.9
Sports Programs*	34	41.5	20.6	58.8	41.2
Summary Information for Category	82	100.0	31.7	54.9	45.1
Summary Information for All Categories:	6172	100.0	37.0	47.6	52.4

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